

The National
CLEANER & DYER
OCTOBER, 1950



LEFT: Cutout with fur scarf is portrait of Jeanne Wilson (right), swimming champion and owner with husband, Jack Vaughan (left), of Vogue Fur Vault at Lafayette, Indiana. Figure is propped against vault door at night, visible from street. Story on page 58

REPORT ON A REDYEING SURVEY Page 38

PROGRAM FOR TRAINING ROUTEMEN Page 48

STORE THAT KEEPS THE NEW LOOK Page 66

VALUE OF AFTER-SALE PROMOTION Page 92



Are clogged filter screens slowing up your production?

HERE'S ONE WAY to keep your washer loads on the move . . . and, at the same time, get the benefits of improved filter and washer operation . . .

By using Hyflo[®], the original high speed filter powder, you'll keep filter pressures low longer . . . keep your solvent flowing freely . . . and have less down time for cleaning filter screens and replacing filter cloths.

You'll get all this because Hyflo has characteristics that are especially suited to dry-cleaning requirements . . . with a particle fineness that is exactly right for trapping out all dirt—lint, dust and other solids . . . allowing crystal clear solvent to flow freely through the cake that builds up on the screen.

You'll find that Hyflo helps save on solvent recovery costs, because the solvent requires distilling less often, and therefore requires replacing less often. You'll find, too, that its use results in a number of other economies . . . such as faster, more thorough cleaning and rinsing, less odor troubles, fewer re-dos . . . benefits that Hyflo gives you from start to finish of the job.

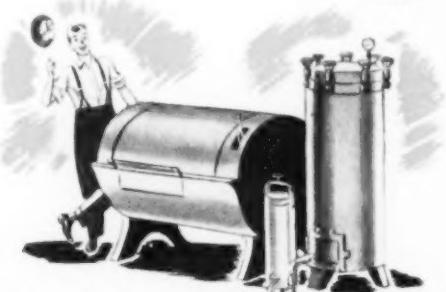
To find out more about Hyflo and how to use it correctly, ask your dealer for a copy of the 48-page Dry Cleaner's Handbook. It's full of valuable suggestions that will help you increase your filtering efficiency. Johns-Manville, Box 290, New York 16, New York. *Reg. U. S. Pat. Off.



Johns-Manville

HYFLO

the original high speed Filter Powder





Five Gallon Pail.....\$3.30 per Gal.
Case (4 x 1 Gal.)..... 3.35 per Gal.
One Gallon Jug..... 3.60 per Gal.

NEW Internationals with *Metro bodies-



**and look what's in
them for a laundryman**

New lower Metro floor height for faster, easier loading and unloading.

New wider front-door openings for easier handling of big packages.

New rear doors of different sizes and types to meet every need.

New smart styling that makes the Metro an advertisement on wheels.

New larger windshield, quarter and door windows for safer visibility in every direction.

New wider-tread front axle that permits 37° right and left turns—the shortest practical turns you can make.

New Silver Diamond valve-in-head engine carefully matched to your power needs for maximum economy.

New Synchro-shift transmission specially designed for extra-long life in multi-stop service.

New hypoid-gear rear axle, new springs, new frame, new features from bumper to bumper.

New range of Metro body and International chassis sizes to meet every requirement: GVW ratings from 5,400 to 10,000 pounds; body capacities from 235 to 375 cubic feet.

PLUS . . . Heavy-duty engineered stamina in every light-duty Metro. This gives you the long life and economy that has kept Internationals first in heavy-duty truck sales for 18 straight years.

Conclusion: You'll be money ahead to get all the facts from your nearest International Truck Dealer or Branch. Do this now.

*Metro Registered trade mark of The Metropolitan Body Company, Inc., subsidiary of the International Harvester Company.

International Harvester Builds
McCormick Farm Equipment and Farmall Tractors
Motor Trucks . . . Industrial Power
Refrigerators and Freezers

Tune in James Melton and "Harvest of Stars"
NBC, Sunday afternoons



ALL NEW, ALL PROVED

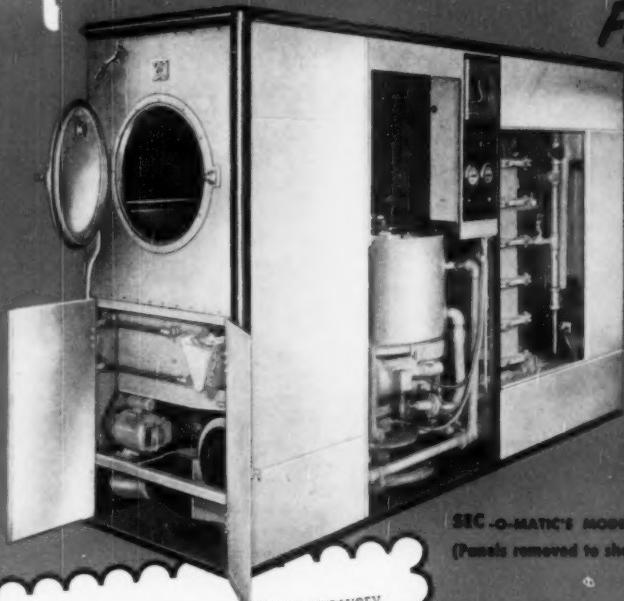
INTERNATIONAL TRUCKS

INTERNATIONAL HARVESTER COMPANY CHICAGO



Only

SEC-O-MATIC'S MODEL AHR GIVES YOU ALL THESE PROFIT-MAKING FEATURES



SEC-O-MATIC'S MODEL AHR
(Panels removed to show equipment and controls)

- Cold perchlorethylene cleaning and solvent recovery unit—complete in one streamlined cabinet—clothing never exposed outside of cabinet.
- Large capacity—handles up to 90 pounds per hour.
- Speeds operation—washes and extracts a load in 10 min. saves operator's time—needs attention less than 15 minutes per hour.
- Flexibility—cleans large loads or small loads—six per hour if necessary.
- Cleans clothes C-L-E-A-N by SEC-o-matic's time-proven "turbulent agitation".
- Complete solvent filtration 4 to 5 times per load.
- Continuous or batch distillation—no time lost from cleaning operations.
- Unusually high solvent recovery—low water and steam consumption.
- Solvent costs cut, often to less than 1 cent per pound.
- Recovery cycle only 8 minutes.
- Vibration-free mountings eliminate special floor bracing.
- Only 3 ft. wide by 10 1/3 ft. long. Weighs 4500 lbs.
- Attracts customers—white enamel cabinet with dark blue trim, styled for the front of your store.

OTHER SEC-O-MATIC PROFIT-MAKING UNITS

MODEL AR

A separate complete solvent recovery unit fully enclosed. A cost-saver for any cold synthetic cleaner.

MODEL AH

Cold synthetic cleaning. High speed extraction. Solvent recovery unit (Model AR) can be inserted in hanging deodorizing cabinet at any time.

MODEL AG

Cold synthetic cleaning. Tumbler deodorizing. High speed extraction. 90 lbs. per hour.

"CHECK WITH SEC" BEFORE YOU BUY

Whether you plan to put in your own cleaning unit—to increase or replace your present equipment—or to open a new branch store, be sure to get the facts on SEC-O-MATIC's profit-making cleaning units—"the machines the drycleaners have been asking for." It costs you nothing to find out.

For full information, write to

SEC CLEANING SYSTEMS
65 LA FRANCE AVE., BLOOMFIELD, N. J.



WE haven't printed much about the war's effect on the drycleaning industry, because there just ain't no news! Apparently a traveller, fitting daylight time into eastern and central standard times, has nothing to worry about compared to a politician trying to make elections jibe with Stalin's timetable and the Yankees' floundering speed-up.

All the news that's fit to print at press time is stale when the wrappers are torn off the magazine. (You do tear them off, don't you?) As yet there is no guide to how much of your help you can expect to hold. No hint as to the true availability of supplies in the near future. No inkling of the price and wage level to be set when inflation has soared high enough to suit the Government economists.

TIMETABLES

Taking inflation into account, the country is now budgeted to be spending half as much by the end of 1951 as it was at the peak of the war. So—a rule of thumb might be to expect things in 1952 to be about half as tough for the businessman as they were at the peak of World War II. That guess will do until the Government quits pussyfooting around after the election and lets us have both barrels.

In the meantime, the groundwork is being laid. Hotels in Washington are jammed again with experts from every industry, including the drycleaning and laundry industries, submitting briefs and massing statistics in an effort to make the operation as painless as possible.

This piece has been deliberately gloomy for this reason: We think all the mystery is part of an extremely unhealthy attitude being foisted on us by men whose jobs are at stake at the polls. All reputable newspapers and all good business magazines have been spelling out the story of coming shortages and controls for weeks. Why the creeping censorship on the part of the Government?

We believe that the War in Korea is being dealt with much more handily than the War with Inflation. We believe this is so because Inflation has not been dealt with as sternly as War. Americans have been criticized for following "business as usual." Yet their political leadership has been on the same basis!

There is one station on everybody's timetable. That's Election Day, 1950. Elections are lost by the people who didn't vote. Let's not lose any elections by default this year!—W.R.P.

☆ ☆

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CLEANER and DYER

VOL. 41

OCTOBER, 1950

NO. 10

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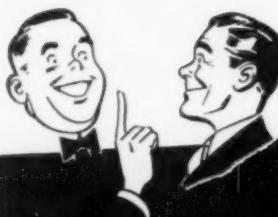
BASE FOR MAKING FILTER SOAP

**THE EFFORT IS SO SMALL-
THE SAVING IS SO BIG-**

WHEN YOU MAKE
YOUR OWN FILTER
SOAP FROM ANOLITE

**9 gal. Anolite + 45 gal. Solvent
makes 54 gallons Filter Soap
WORTH: \$1.65 gal.-COST: \$1.05 gal.**

R. R. STREET & CO., INC., 561 W. MONROE ST., CHICAGO 6, ILLINOIS



**At the
LAUNDRY SHOW in BOSTON
BOOTHES 274-277, 288-291
Will Show You How To
TURN GROSS INTO NET!**

Now—GROSS presents a new greater capacity GROSSAIR Open End TUMBLER—42 x 42—with your choice of REVERSING or NON-REVERSING CYLINDER! With a specially designed fan and lint trap—exclusively made to balance greater volumes of heat and air for drying and dissipating solvent vapors—the new GROSSAIR 42 x 42 TUMBLER means GREATER CAPACITY, GREATER GROSS . . . and GREATER GROSS means GREATER NET! But more RAPID DRYING and MORE COMPLETE DEODORIZING are only two of the new GROSSAIR 42 x 42 TUMBLER's many exclusive features . . . write or wire for all the details . . . turn GREATER GROSS into GREATER NET!



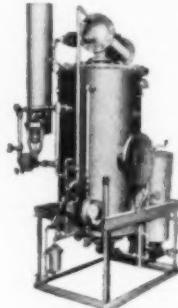
The GROSS Model A or Model B Pressure FILTER

Clarifying in an uninterrupted cycle, from 1,000 to 5,000 GPH, the GROSS FILTER delivers fresh solvent continuously. The Model A GROSS filter has the largest net filtering area for rated capacities in the industry—plus longer filtration cycles at lower operating pressures! Model A has automatic muck removal; Model B has a large muck bottom sump.



The Motor Driven or Motor-Belted GROSS Sil-Ex Black Metal Streamlined WASHER

Built entirely of BLACK METAL and electrically welded throughout, the GROSS WASHER increases plant efficiency—decreases power, time and labor costs . . . produces the highest quality! 30" and 36" diameters.



The GROSS Vacuum STILL

The GROSS Vacuum STILL delivers brilliant, diamond-bright, water-white, crystal-clear solvent—really cold. Available in 50 to 150 GPH capacities, it reclaims petroleum solvent, removing fatty acids, heavy oils and foreign soluble impurities—delivers a dry, odorless solvent actually better than new!



The GROSS Roller Bearing EXTRACTOR

Operating smoothly and efficiently at high speeds, the GROSS EXTRACTOR utilizes a minimum of power to remove the maximum amount of solvent and reduces tumbler drying time. Its all-roller-bearing construction makes it vibrationless and lengthens its life. Available in large capacity 26" x 30" baskets.

If you're not going to the show, write us for FREE guides to more profitable laundry equipment.



*Founded 1923

GROSS MACHINERY COMPANY, Inc.

Originators and Manufacturers of the World's Finest Cleaning Equipment

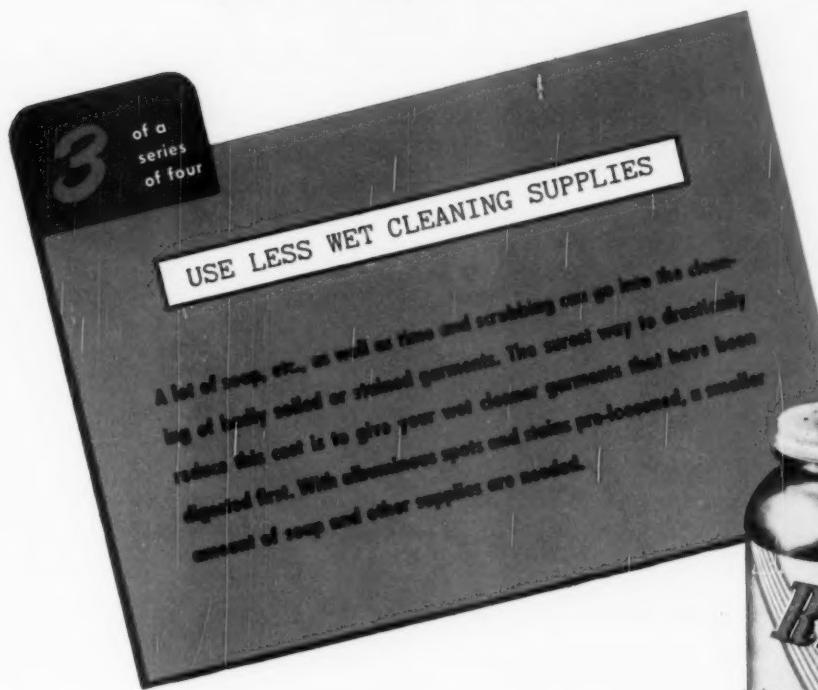
179 HALBERT ST.

BUFFALO, 14, N. Y.

Foreign Correspondence Invited

You gain four ways plus when you

Digest before wet cleaning



All garments soiled enough to be wet cleaned should get the RSR digester bath first. You'll save money in time and labor. You'll save money on supplies. You'll increase profits through greater production. You'll please customers by delivering cleaned garments that have been spared a lot of hard scrubbing.

Send for advance proofs of series showing 4 ways you will gain by "Digesting before Wet Cleaning."

WALLERSTEIN COMPANY, 180 MADISON AVENUE • NEW YORK, NEW YORK

HYDROL

CONCENTRATED DRY CLEANING DETERGENT

HYDROL IS MADE ON A FORMULA WHICH HAS MET
WITH OUTSTANDING SUCCESS FOR 10 YEARS

HYDROL — When mixed 1 gallon HYDROL with 2 gallons Cleaning Solvent is comparable to conventional liquid soap and the cost on drum basis is only \$1.05 per gallon.

HYDROL
is designed for cleaning
all textile materials and leathers
in petroleum or chlorinated solvents and
has the added advantage of leaving fabrics
with improved feel and finish

HYDROL PRICES

55 Gallon Drum	Gal.	\$3.15
30 Gallon Drum	Gal.	3.25
15 Gallon Drum	Gal.	3.45
5 Gallon Can	Gal.	3.45
5 Cases (20 Gal.)	Gal.	3.55
1 Case (4 Gal.)	Gal.	3.75

Subject to change
without notice

HYDROL IS ALSO PARTICULARLY ADAPTABLE

- ... For spraying after steam or water prespotting.
- ... For making a regular prespotter.
- ... For eliminating wet cleaning of pants, rain coats, reversibles and other washables.
- ... For making a blood remover.
- ... For sizing in dry cleaning.
- ... For softening hardened furs.
- ... For hat and glove cleaning or most any other use for dry cleaning soap.

You Can Try HYDROL at Our Risk.
We'll Ship 5 Gallons Freight
Prepaid on Approval.
Order HYDROL Today!



MANUFACTURING COMPANY

4919-27 CONNECTICUT, ST. LOUIS 9, MO.

NEW HYDROL
Does Not Affect Filter
Pressure.

NEW HYDROL
Is Non-Corrosive.

NEW HYDROL
Cannot Become Ran-
cid or Leave an Odor.

What are You Paying?

The INITIAL PRICE you pay for a drycleaning machine is Not its Cost.

It's what you pay month after month for solvent, supplies, labor and maintenance!

Think of it this way...what is the machine paying you...in continuous PROFITABLE production of QUALITY Drycleaning?

Saves
2 to 3 DRUMS
of SOLVENT
per
MONTH!



FEW SEPARATIONS OF FABRICS AND
COLORS ARE NECESSARY

- Most Silks and Wools are Cleaned Together
- Many Colors are Cleaned Together

THIS TYPE OF UNEXCELLED OPERATION
MAKES IT POSSIBLE TO:

- Keep Orders Together
- Simplify and Reduce Assembly Costs
- Speed up Delivery

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The PROSPERITY COMPANY, Inc.

AUTOMATIC PRECISION PRODUCTION TOOLS for LAUNDRY and DRYCLEANING PLANTS

Main Office and Factory, Syracuse 1, N.Y.
Sales, Service and Parts in Principal Cities

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Direct Sales Made by
Wholly-Owned Subsidiary
The PROSPERITY COMPANY, Inc.
to Delaware Corporation

See Your
Prosperity Representative
or wire or write
direct to
Factory!
Get All
the Facts!

LETTERS to the editor



Mystery Explained

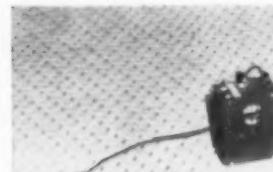
Dear Editor:

In several pictures published by THE NATIONAL CLEANER & DYER I noticed a small black box with a wire-covered circular opening in the side and some knobs on the top. In one case a wire seemed to be running to the box. Is it testing apparatus or a midget radio or what?

Chicago, Illinois

MAURY RUBENSTEIN

The gadget is a remote flash control used in taking pictures of objects at a distance. It isn't always possible to cut the box out of a picture. It contains batteries and a photoelectric cell. The 20-foot extension wire runs to a reflector holding a flashbulb.


CAMERA AID—not a cleaning gadget

When the flashbulb mounted on the camera goes off, it activates the photoelectric cell, which in turn sets off the other bulb. The whole action is quick enough to permit camera shutter speeds up to 1/50 second with the remote-control bulb 50 feet away.

Because it is not tied to the camera by an extension cord, the remote control permits deep lighting of long rooms and back lighting of objects that might be lost in a confusing background. Only drawback—another five pounds of stuff to lug around!—EDITOR.

Cost of Tested Rayons

Dear Editor:

The article on rayon standards in your August issue states that costs to a consumer for testing rayons would be 4 or 5 cents a yard, or about 35 cents for a shirt and 50 cents for a dress. At a cost of 5 cents a yard, that would figure at 7 yards of fabric for a shirt and 10 yards for a dress, or just about the right yardage for the fat man and fat lady of the circus. Could you explain this discrepancy?

Washington, D. C.

ROBERT FISHER

The added cost on the completed garment includes the markup, which is a percentage of the cost of manufacture *including* the added cost of the testing per yard.—EDITOR.

Any Other Name

Dear Editor:

At a recent plant demonstration of a new spotting board and technique of spotting the demonstrator referred to it as "slop spotting." When I heard this reference to a vital and important operation in our industry I almost became nauseated. It reminded me of an advertising agency that put up some billboards many years ago advertising apples—the billboard stated "Nice juicy wormless apples." It was yanked down in a hurry after the public remarked "Not very appetizing."

I feel the same way about "slop spotting"; not very

appetizing or elevating to an industry that is doing (I believe) a good job of improving itself. Maybe our spotting is sloppy, but it isn't going to help it any by constant reference to a new idea, namely . . . slop spotting.

My thought is not to take time to find out its origin—who or where from. Just ask the industry to forget slop spotting and get a new name, such as "super-steam" . . . "fancy touch" . . . "art-craft" or "miracle" spotting.

OTTO A. PETRI
Long Beach, California Petri's Odorless Cleaners

For Shirt-Laundry Success

Dear Editor:

After long deliberation we have decided to take shirt laundry. The only advantage is that we see laundry patrons every week.

Right now we are receiving about 100 shirts per week. We would like to increase it to at least 1,000 per week. Your suggestion will be appreciated very much.

Maplewood, N. J.

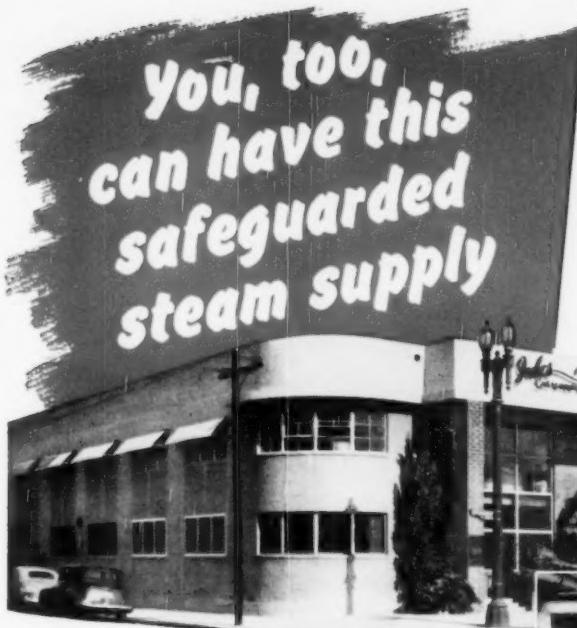
A. M. P. CLEANERS

If you intend to put in your own shirt unit you will have to build up to a volume of 1,200 to 1,400 shirts per week. This is what is required to make a two-girl shirt unit with an extractor of comparable capacity pay off.

As a rule, a drycleaner finds that he has to produce a little better shirt than the laundries are providing in his community. This is primarily because a customer patronizing a drycleaner and using his shirt service is somewhat more critical of the quality of the shirts. The drycleaner usually finds also that to build his shirt volume he has to do a fairly flossy job of packaging the shirts.

The best volume builder on shirts is quick service—something which a cleaner cannot provide unless he is doing his own work. Mending shirts and replacing broken buttons also help to build the volume rapidly once the word gets around.—EDITOR.





In a Los Angeles plant as modern as its product, Wm. J. Markowitz manufactures "Dresses of the Moment" under the respected label of "Jules California."

Turning out "Dresses of the Moment" in this snappy, competitive field calls for equipment that will operate dependably every moment of every day;—and none is more vital than the equipment producing the steam for pressing, processing and space heating. As Wm. J. Markowitz says in the accompanying letter, "any failure in this steam supply might result in interrupted schedules and costly plant shutdowns."

But there have been no such interruptions. Two modern Mund Boilers—each equipped with a modern McDonnell No. 150 Pump Control, Low Water Cut-Off and Low Water Alarm—are the reason. In the words of Mr. Markowitz "for over three and one-half years we have enjoyed one hundred percent dependable service from this equipment."

It actually costs you very little to have this complete freedom from interruption of steam supply—this complete freedom from worry about it. The McDonnell No. 150 or 157, illustrated here, controls the boiler feed pump as it should be controlled—from the boiler water level. So controlled, the boiler water level is held within the close limits that assure highest steaming efficiency and a resulting fuel economy that rapidly pays for the control. Along with this goes the security of complete boiler water level control—plus the safety of a low water fuel cut-off and alarm feature.

There is a McDonnell water level control for every type of boiler with every type of firing, operating at any steam pressure up to 150 lbs. Ask for a recommendation covering your particular conditions.

MCDONNELL & MILLER, INC., 3500 North Spaulding Avenue, Chicago 18, Illinois

Douglas Clegg *Henry Hall*

MCDONNELL

Boiler Water Level Controls

For October, 1950

When writing to advertisers please mention The NATIONAL CLEANER & DYER

WAL. J. MARKOWITZ
DRESSES OF THE MOMENT

Jules
California

1255 S. BROADWAY
LOS ANGELES, CALIF.
TELEPHONE: PRAIRIE 2-2371

McDonnell & Miller Inc.
Chicago, Illinois

April 10, 1950

We are very proud of the fine plant which we have just in Los Angeles, in which we manufacture the "Jules California" line of apparel. We are also extremely well pleased with the reliable units of mechanical equipment which have been installed.

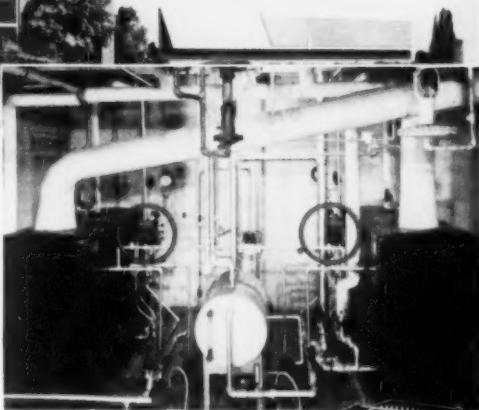
As you perhaps know, a constant and steady supply of steam is absolutely necessary in maintaining apparel production, and the failure of this steam supply might result in interrupted schedules and costly plant shutdowns.

We have operated our Mund Boilers, equipped with McDonnell Boiler Safety Level Controls for over three and one-half years, and have enjoyed one hundred percent dependable and uninterrupted service from this equipment.

Very truly yours,

Wm. J. Markowitz

Wm. J. Markowitz
Wm. J. Markowitz



Exterior of "Jules California" plant and interior of boiler room showing two Mund self-contained steam generators equipped with McDonnell No. 150 pump control, low water fuel cut-off and low water alarm. The No. 150 is shown opposite. It is also available with integral water column, often the most convenient form for installing on existing boilers. Ask for details.



**MCDONNELL
No. 150**

NATIONAL'S ANNUAL GUIDEBOOK

an operating guide:

Charts, graphs and tabulated information covering all phases of drycleaning plant operation and production. Basic textbook information in a handy reference form, useful day in and day out to all plant executives.

a buyers' guide:

CLASSIFIED DIRECTORY, listing in a single section all kinds of drycleaning equipment and supplies and manufacturers of these products; arranged for easiest reference and quick and sure finding of buying information.

TRADE NAME DIRECTORY, listing trade names and manufacturers of equipment and supplies used by the drycleaning industry.

MANUFACTURERS' DIRECTORY, providing an alphabetical list of manufacturers and their home office addresses.

LOCAL BUYERS' GUIDE, a geographical directory providing complete information on addresses of manufacturers' branch offices, distributors and jobbers.

DETAILED BUYING INFORMATION supplied in display advertising of leading manufacturers and sales organizations, by informational ads throughout the Classified and Geographical Directory Sections.



FEATURES MARKING AND ASSEMBLY!

HOW TO SET UP BEST MARKING SYSTEM FOR YOUR PLANT

Over a dozen different approaches to the marking and assembly problem are thoroughly, simply explained in the January 1951 Guidebook of the Drycleaning Industry, a long needed task of research never before completed and presented to the whole industry.

- What are the purposes of marking and assembly?
- How are the various methods different from each other?
- Can the costs of operation be easily compared?
- What is the effect on lot systems?
- Can classification be made easier?
- Is more production information available?
- Will claims be cut, customers made happier?
- What's the tie-in with drivers and salesgirls?
- Where does pricing fit in?
- Just how much supervision is needed?
- What type of employees are best suited to this department?
- Can good sales control be established?
- Can paperwork be reduced without losing efficiency?
- Could management have complete control?

Drycleaners' biggest cost item gets the spotlight in the

JANUARY, 1951

Issue of

The **NATIONAL CLEANER & DYER**



We started by playing "Button, button"

Here I was, a drycleaner with a brand-new customer . . . and there was that big empty space between top and bottom buttons. It was a discouraging start.

 When I could get a word in edgewise, I crossed my fingers and assured the lady I'd find her button. And luckily I did.

As I sewed the button on, and the lady cooled off, I tried to think of something I could say to keep from losing her trade. Then I got an idea.

I asked her how she liked the cleaning job. She admitted it looked pretty good — which it did.

 Particularly since the dress had been a mess when she first brought it in. She seemed somewhat impressed and asked me how we'd managed to get it so clean.

That's when I told her that we use Du Pont "Ovalclene" detergent. She didn't know what "Ovalclene" was, but the Du Pont name was

plenty familiar. She seemed a little more impressed, so I went on to point out how "Ovalclene" cleans clothes—gives them a nice feel and restores their brightness and lustre. And I even told her how "Ovalclene" helps me with more pass-ups and easier spotting . . . but I'm not sure she understood.

 Anyhow, when she left my shop I had a hunch I'd see her again. And my hunch was right. I'd gained her confidence with a sales approach that was right on the button.

Use Du Pont "Ovalclene" in synthetic or petroleum units. And for a synthetic solvent that's safe to use, try nonflammable Du Pont "Perclene" perchlorethylene. Both products are fully backed by Du Pont research laboratories plus the practical advice and assistance of experienced Du Pont Technical Representatives. For complete information write to E. I. du Pont de Nemours & Co. (Inc.), Electrochemicals Department, Wilmington 98, Delaware.

DU PONT

"PERCLENE" . . .

perchlorethylene solvent

"OVALCENE" . . .

dry cleaning detergent



REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING...THROUGH CHEMISTRY

THE NEW LOW-PRICED SYNTHETIC

VIC

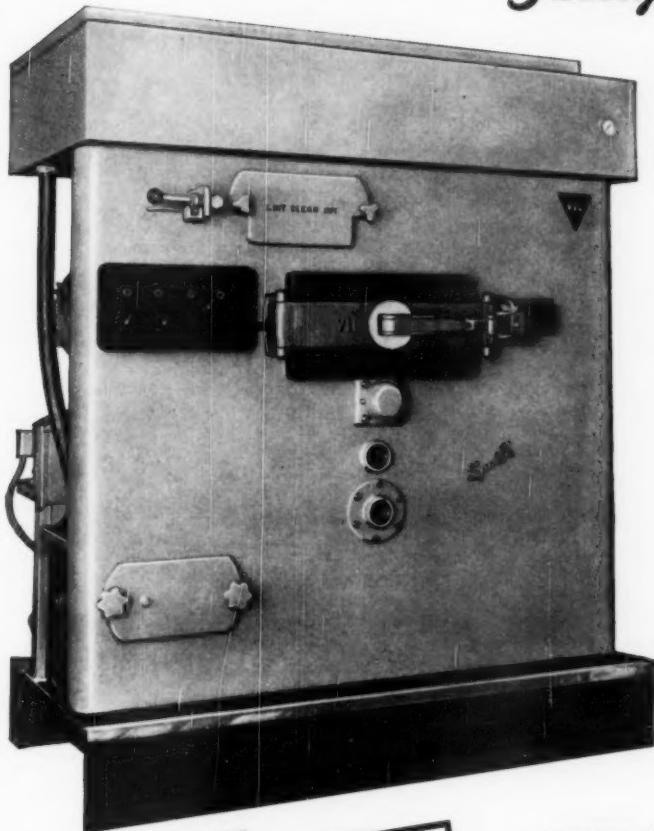
NEW DESIGN

"Fully Automatic"

Special Per

MODEL 32

WITH BUILT-IN RECOVERY UNIT



\$2995.00

F.O.B.-MPLS.

Get details about
small down pay-
ment and easy
monthly install-
ments.

WORLD'S LARGEST LINE
OF SYNTHETIC EQUIPMENT
EASY MONTHLY
INSTALLMENTS

CERTIFIED SALES AND SERVICE IN ALL PRINCIPAL CITIES

EXPERIENCED SINCE 1912

MAIN OFFICE
AND PLANT

VIC CLEANING MACHINE CO.

MINNEAPOLIS 3, MINN.

NEW YORK: 22 West 3rd St.

ST. LOUIS: 3335 Union St.

LOS ANGELES: 8180 Main St.

CONSULT US FIRST . . .
Large liberal trade-in allowance
on old equipment.



SIGNS

of the times



Labor Laws on Government Contracts: The National Planning Committee of the Textile Maintenance Industries has issued a report, released by the National Institute of Cleaning and Dyeing, on minimum wage and overtime requirements as they apply to drycleaning, laundering and linen supply services.

The report states that the minimum wage and overtime requirements of the Fair Labor Standards Act will not apply to government contracts of drycleaners who are exempt from the wage and hour provisions of the Act. Those who are not exempt must, of course, comply with minimum wage and overtime provisions on government as well as non-government work.

The committee points out that if government work from another state is more than 50 percent of the drycleaner's total volume, or if added to other non-exempt work it adds up to more than 50 percent, the drycleaner would no longer be exempt from the wage and hour provisions.

The Walsh-Healey (Public Contracts) Act does not apply to drycleaning government contracts.

Drycleaners are subject to the Federal Eight-Hour Law of 1912, which requires payment of time and a half for hours in excess of eight a day on government contract work. To avoid this overtime payment, the drycleaner may operate for not more than eight hours per work shift, or do government work separately and keep daily records to show that no employee spends over eight hours a day on the government work.

Drycleaners are advised to see that the full text of the government's standard "Eight-Hour Law" clause is included in any government contract, as its omission may make it difficult to secure payment for the work.

#

What's Wrong With Rayon? The reasons for the generally bad reputation of rayons with consumers are the subject of two articles in the September issue of *Rayon and Synthetic Textiles*. The blame is placed largely on the garment manufacturer and the retailer by Irene Blunt, secretary of the National Federation of Textiles. The author points out that many new developments, sped up by wartime needs, will give shrinkage and crease resistance, inhibit gas fading and provide other desirable qualities, but that in order to cut corners on prices these are not specified by manufacturers. This applies particularly to the women's field, according to Miss Blunt. She also points out that little or no attention is paid to serviceability of trimmings, seam stitching, buttons, garment construction and similar details, or to drycleaning and washing qualities.

Many of the same points are made in the second article, by John M. Morahan, a business reporter. He also points out that manufacturers specify the fabric finish wanted by price, rather than the desired qualities. Mr. Morahan suggests education along the lines of convincing all the processors involved—the retailer, the cutter and the converter—that satisfaction with a garment which performs well will overcome any possible consumer resistance to the small added cost.

Public Service by Drycleaners: The California Drycleaners Association has passed a resolution offering the Civilian Defense Planning Board of that state the services of the industry in case of disaster. The association offered its panel trucks for emergency ambulance use and also drycleaning plant equipment for decontamination work in the event of chemical warfare.

Small change found in pockets of garments sent to Jacques Paperel, Inc., drycleaning firm of Queens, New York City, goes to the Guide Dog Foundation for the Blind. Proprietor Richard Moses matches all sums with equal contributions of his own to the organization which trains "seeing eye" dogs and gives them to blind people.

Among the sponsors for the Bowling League of Morrison, Illinois, for the coming year is Paddock Cleaners. Owner Al Paddock is also president of the league.

A gift of free cleaning to the mother was the contribution of Quality Cleaners, Pratt, Kansas, to a variety of donations by local merchants to the first child born in the new Pratt County Hospital.

#

Nylon "Fur": The coat worn by the pretty girl in the picture is not mouton lamb, as might be suspected, but



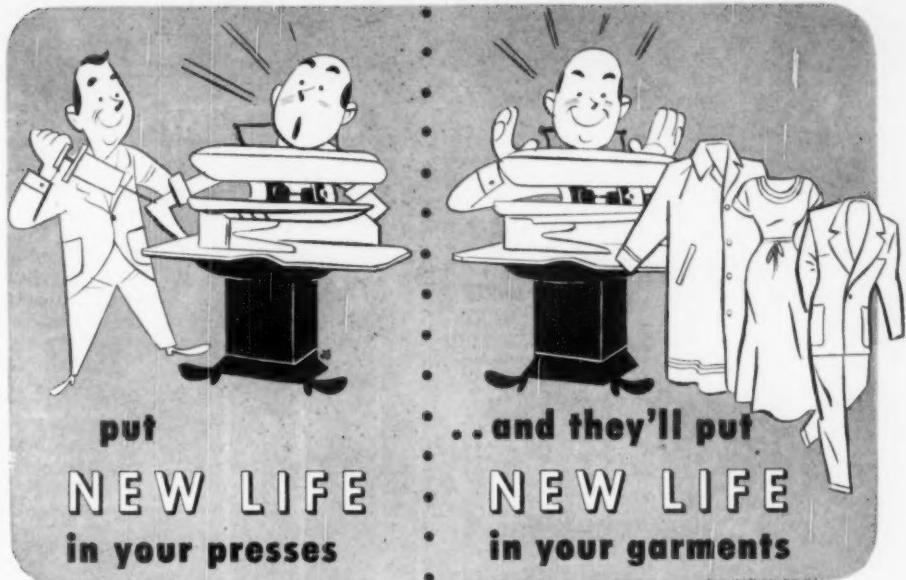
a new nylon fabric made with a deep pile. Designed by Milfur, Inc., of Milwaukee, of a fabric made in different colors by George W. Borg Corp., the coat is described as being warm yet light, versatile and durable. Lined with nylon poplin in matching color, it is said to offer the cleanliness and impermeability to moth damage of any all-nylon fabric. This is a fortunate feature for the drycleaner,

since a damage claim for the retail price would set him back about \$120.

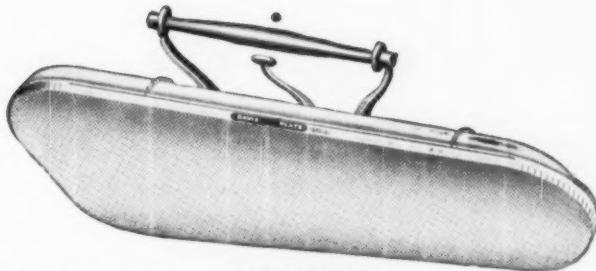
#

Drycleaning Volume Gains: During the first six months of 1950 drycleaning volume throughout the country showed an increase of 132 percent over the same period in 1949. The survey made by the National Institute of Cleaning and Dyeing, based on reports from 552 plants, indicated that the increase was due to a large gain in June 1950, while the first four months

(Continued on page 22)



© 1950

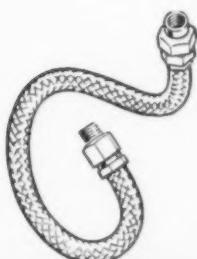


CHANGE OVER
TO ALL NEW

DAVIS Fabric-Renewing **PLATES**

For bigger profits through better finishing, equip your presses with Davis Fabric-Renewing Plates. The patented burred surface lifts the nap as it presses and renews the fabric, giving garments

the quality finish that customers appreciate. Davis Plates give you an additional boost in profits through greater production. Change over—today!

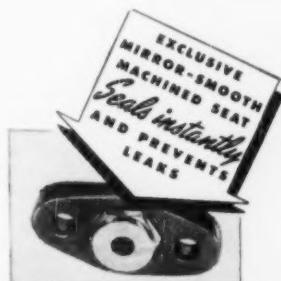


LONG LIFE FOR HOSE?

Sure...if you use

DAVIS UNIFLEX LEAK-PRUF'D HOSE

Welding shortens hose life. Davis Uniflex Hose has a mechanically applied fitting with an exclusive mirror-smooth surface, which permits a perfect seal—your absolute guarantee against leakage. No leakage—no sudden, costly shutdowns on the press. Keep a pair on hand for emergencies. Better still, change over to Davis Hose today and there won't be any emergencies! Ask your jobber about new low prices!



ORDER FROM YOUR SUPPLIER TODAY

YOUR SUPPLIER IS OUR DISTRIBUTOR **Davis Specialties** MANUFACTURERS... CHICAGO 24

PANTEX SUGGESTS YOU

Sing out

♪ There's no business

— LIKE SHIRT

BY GIVING LIVE DEMONSTRATIONS —
THEY BUILD SHIRT VOLUME

You can get good, profitable shirt volume if you show your customers what you can do on shirts! You need just two things, one, a properly-set up shirt laundering unit and, two, promotion, publicity, and PUSH! If you'll show the world, you'll sell the world and — you'll make a lot more profit than ever before!



Here's an idea that worked for one plant—Royl Cleaners actually exhibited their Pantex equipment at the recent Greenfield (Mass.) Rotary Trade Show . . . 15,000 people learned about Pantex fine-laundered shirts in one week . . . Royl's shirt business jumped 33% and they're now working an 80-hour week!

BUSINESS!

Why don't you capitalize on the fact that housewives don't like to do shirts? You'll increase your shirt volume by showing her exactly how shirts are done better away from home, by letting her see your machinery at work. And, the housewife will realize that in addition to her husband's shirts looking better she will save herself a lot of drudgery.

Once you have convinced her by showing her, your shirt volume will increase. We urge you to grasp every opportunity to give actual demonstrations.

Pantex has earned an enviable reputation for the simplicity of design, ease of operation and sturdy ruggedness of its finishing equipment. Complete details on costs, space, etc., are all yours for the asking . . . no obligation, just fill out coupon and mail today. Get your share of this extra volume.



equipment that invites comparison

PANTEX

MANUFACTURING CORPORATION
PAWTUCKET, RHODE ISLAND

PANTEX MANUFACTURING CORPORATION
BOX 660-A, PAWTUCKET, RHODE ISLAND

Gentlemen: Please send me further information about Pantex Shirt Equipment.

Name.....

Company.....

Address.....

City..... Zone..... State.....

(Continued from page 18)

of this year were below the corresponding months of 1949. Volume in June 1950 was 8.53 percent above that of June 1949.

The increase shown in June corresponds closely to the level of national retail trade. According to the U. S. Department of Commerce, national retail trade in June 1950 was 8.1 percent above the same month last year. National personal income was 4.81 percent higher in June 1950 than in June 1949.

#

Chevrolet Magazine Features Drive-ins: A picture story on drive-ins in a variety of industries was a feature of the September 1950 issue of *Friends*, an attractive magazine published for nationwide distribution by Chevrolet dealers. The drycleaning industry was creditably represented by the interesting drive-in plant of

Penn Cleaners of Norwich, Connecticut. Faithful readers of *THE NATIONAL CLEANER & Dyer* may recall the feature story about this drive-in which appeared in our October 1947 issue.

#

Going Up! Newspapers in every part of the country are reporting increases in drycleaning prices, based in all cases on the rising cost of supplies and in many cases of labor. In San Francisco, Warren Cochrane, president of the local association, cited a recent 6-cent hourly wage increase to union employees as a contributing factor. Many other California communities have also increased prices, with a few areas dissenting.

Drycleaners in Hollywood, Florida, in announcing increased prices stated that they had already absorbed recent rises in prices of supplies as well as the state's 3 percent sales tax on materials, but could no longer afford to. In Elyria, Ohio, cleaners also said that higher prices would cover only part of increased costs.

A number of the individual cleaners and cleaners' associations that announced price increases also were concerned about impending shortages of wire hangers and paper, and several of them expected higher labor costs because of emergency conditions.

#

Seasonal Wage Rise: According to the *Labor Market Review*, published by the Bureau of Research and Statistics of the New York State Department of Labor, total wages in drycleaning plants of that state showed an increase of 18.9 percent in May 1950 over the previous month, with employment in May up 6.4 percent over April. Average weekly earnings in May were \$45.24 as against \$43.15 in April, with hours rising from a weekly average of 38.7 in April to 43.2 in May.

#

Rotary Speech: A recent meeting of the Rotary Club of Du Quoin, Illinois, featured a talk on drycleaning by member Robert G. Clark, operator of Clark's Ideal Cleaners.

#

Chemistry and Cleaning: In a recent column in the *Daily News Record*, trade organ for men's apparel, Edward M. Rutherford treated humorously but informatively the drycleaner's problem in spotting new synthetic blends. The columnist pointed out that new fabrics, many of them mixtures of widely varying fibers, appear on the market faster than the cleaners can learn how to handle them. He also made the point, in passing, that it might be advisable to pay a little more for a better cleaning job.

**Something *NEW*
has been added!**

PRE-MARKED STRIP TAGS
REVOLUTIONIZED MARKING METHODS OVERNIGHT

- 50 Percent Saving In Marking and Assembly Time!
- Eliminate Transposed Numbers . . . Claims!
- Clear, Bold Numbers . . . No Eye Strain!
- Ink Damage? . . . Throw Your Ink Away!
- Tear Them Off - Staple Them On - That's All!

10 BRIGHT COLORS
Numbers 1 to 30 In Each Color
That's 300 Color-Number Combinations

1,000 STRIPS PER BOX
Each Box Numbered 001 to 1000

6 TAGS EACH STRIP

★ PRICES ★
\$3.50 BOX — COLORED
\$3.30 BOX — WHITE

Ask Your
DISTRIBUTOR
— or —
WRITE
TO
US

TOKEN-TAGS
SHOW YOU HOW TO —
Do It **RIGHT** the FIRST Time

They demand attention

FOR BEST RESULTS —
USE OUR TAGS TOGETHER

PRE-MARKED STRIP TAG CO.
3232 INDIA ST. — P. O. BOX 2430
SAN DIEGO, CALIFORNIA

the One and Only

HORIZONTAL
BAG-TYPE
FILTER

HOPKINS
FILTER

PROVIDES THESE

Exclusive Advantages

All filtering surfaces of the HOPKINS are *horizontal!* This keeps the filter powder uniform in thickness with no thin spots for improperly filtered solvent to dodge through . . . prevents sludge from dropping and allowing passage of unfiltered solvent . . . permits stopping the motor at any time without breaking the filter cake. Filter may be drained over fifty times without breaking the filter cake, preventing waste of filter powder and eliminating danger of pumping dirty solvent through the washer.

Because the HOPKINS employs bag filters, there is no sludge chamber to clean, since all dirt is retained *inside the bag* . . . there are no metal screens to scrape or to become clogged or damaged . . . it is easily and quickly cleaned.

GARMENT HANGERS • GARMENT FINISHERS • SOLVENT FILTERS • SPOTTING UNITS • DRYING CABINETS • CURTAIN STRETCHERS • BLANKET WASHING MACHINES • WATER REPELLENT TANKS • SPOTTING ATOMIZERS



Horizontal bag-type construction permits faster filtration and greater capacity, with minimum operating and maintenance expense. The HOPKINS FILTER is as efficient after years of use as it is when new. It is the simplest, most modern and most efficient method of solvent filtering known. Especially adaptable to the new synthetic solvent cleaning machine.

For complete information, prices and name of nearest jobber, write

HOPKINS EQUIPMENT COMPANY
Hatfield, Pennsylvania

A "MASTER"
Alfred Hopkins
ENGINEERED PRODUCT

BUSINESS BUILDERS



Drive-in Results

FROM \$200 to \$1,500 a week drycleaning volume is the four-year record of Carl Bayles at the downtown plant store of his Swiss Tailors & Cleaners in Portland, Oregon. This does not include laundry, custom-made clothing or a rental service which the firm operates. Installation of a drive-in lot was responsible for a large part of this increase.



NEW PAVED DRIVE-IN at Portland's Swiss Tailors and Cleaners handles half-dozen cars in 2-car lane, 10 to 12 in marked parking stalls on lot



LANDSCAPED TRIANGLE at corner of drive-in lot has signboard changed twice monthly. Spotlights from over plant light sign at night

Mr. Bayles owned the corner location, which was 100 feet square. The cleaning plant and store occupied the inside 25 square feet of this area, while the outside 75 square feet were rented to a filling station. Two years ago he terminated the lease to the oil company, which was paying him \$150 per month, and put in a drive-in parking lot.

Without advertising, drycleaning volume alone jumped 50 percent the first year after the lot was paved and a corner triangle landscaped. Volume increased 30 percent the first half of the second year, and in the second half it showed a 20 percent increase month by month.

Tiny Tissues

A SIMPLE little packet of small tissues is being distributed by Dick Kelley of the Melody Cleaners of Oklahoma City. Properly inscribed with the firm's name on the outside, it suggests within that these tissues can be used to shape lipstick, blot excess lipstick, blend rouge, blend eye shadow, wipe off mascara, remove excess make-up, wipe off nail polish, clean eyeglasses, polish camera lens, dispose of chewing gum.

Spotting Claims Cut

CLAIMS on garments damaged in spotting have been practically eliminated at Hoover Cleaners & Dyers, Escondido, California.

Each spotter has a pad of yellow slips hanging near his board. When he feels a spot cannot be removed without danger of damage to the fabric, he fills in a slip and sends the garment to the floor inspector.

The slips state that the garment has been examined by the spotter and the floor inspector, and tells why it is inadvisable to remove the spot. At the bottom is a line for the customer to sign, indicating that he assumes responsibility if the garment is to be spotted.

The inspector takes the garment to the plant office, where the customer's address and phone number are filled in on the slip. The office girl either calls the customer or sends out a form letter asking the customer to telephone or come to the plant.

"We have found," said manager Frank Hoover, "that our customers appreciate being called. Many have told us that we are getting their business because of the care we take in our effort not to damage their garments. We always offer to bring the garment to the customer's home but very few ever ask us to do this."

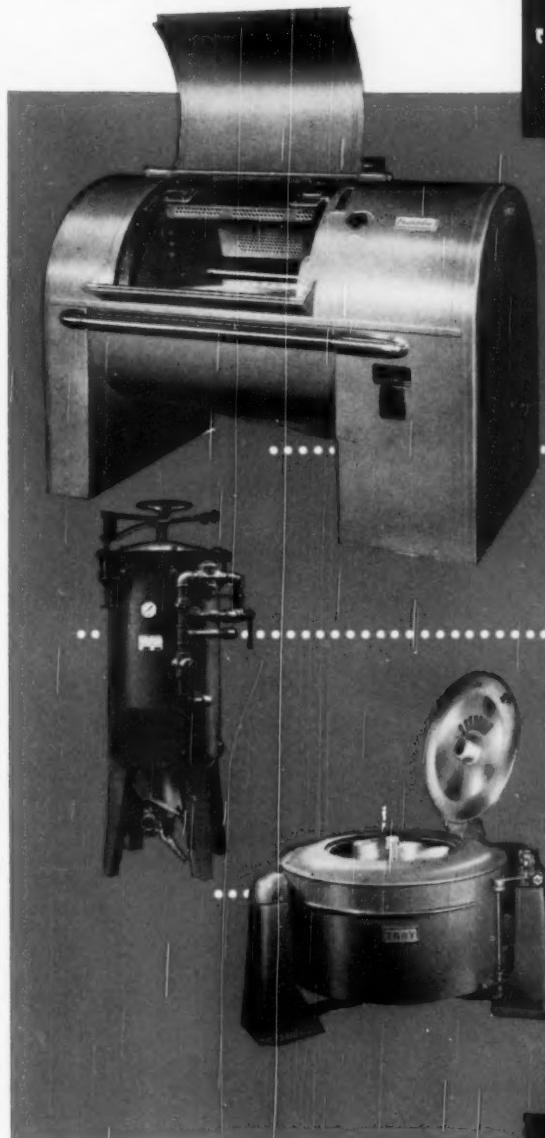
When a customer who has been called regarding spotting a garment comes to the plant, the spotter is called in or the office girl and the customer go to

(Continued on page 136)



SLIP ABOUT SPOTTING RISK is filled out by owner Frank Hoover

DRESS UP YOUR PLANT...
SPEED UP YOUR PRODUCTION WITH...



TROY

"BUSINESS BUILDERS"

If you'd like to modernize your plant . . . if you want to get greater operating efficiency . . . and IF YOU WANT TO INCREASE YOUR BUSINESS . . . then investigate Troy's line of drycleaning equipment. Smart appearance, sturdy construction and smooth operation have made Troy drycleaning machinery a popular favorite among profit-minded drycleaners.

• ELECTROCLENE WASHERS

Newest and biggest drycleaning hit! All operating parts fully enclosed, yet readily accessible. Only two points on washer and three on motor to lubricate. Motor-driven through multiple "V" belts. Six sizes: 30" x 30", 30" x 48", 36" x 36", 36" x 48", 36" x 54" and 36" x 64".

• TROY-OLSON SUPER-FLOW FILTERS

Patented scraper, filter cone design make sludge removal easy. Exclusive backwash system eliminates manual and mechanical scraping. 7 sizes: 1000 through 10,000 gallons per hour.

SUPER-FLOW STILLS

Heater and pre-heater coils are removable for easy inspection and cleaning. Easy to install and operate.

• TROY ATLAS DRYCLEANING EXTRACTORS

Better quality drycleaning in less time and at lower cost. Center-Slung design provides maximum safety. "V" belt motor driven, available in 40" and 48" diameters and at slower speeds for "system license" cleaners.

TROY LAUNDRY MACHINERY

Division of American Machine and Metals, Inc.

EAST MOLINE, ILLINOIS

In Canada: American Machine and Metals (Canada) Ltd.,
1144 Weston Road, Toronto 9, Ontario

WRITE FOR NEW 36" ELECTROCLENE BULLETIN.
Illustrates and describes new TROY 36" diameter ELECTROCLENE Drycleaning Washer and all its features. Bulletins also available on TROY Mercury Petroleum Units, Garment Presses, Vic Synthetic Units and other Troy drycleaning equipment.

*IF I KNEW YOU WERE COMING
I'D HAVE BOUGHT SOME Magnesol*



Magnesol NOW... ODOR-TROUBLE NEVER!

When MAGNESOL goes into your wheel, Fatty Acid odor trouble goes out of your life!

Used as directed, MAGNESOL will keep your solvent sweet and pure . . . clear . . . active for its entire cleaning life . . . with the acid-number always well below the danger point. For MAGNESOL, a product of modern chemical research, is a powerful adsorbent as well as a filter aid. Just like a magnet attracts iron filings, MAGNESOL pulls the dissolved odor forming products of acid decomposition from the solvent as it passes thru your filter. Only clear, "sweet" solvent flows back to the wheel.

Expensive? You'd be surprised how many profit-minded cleaners figure it's cheaper to use an all-MAGNESOL filter cake to stop odor troubles before they start. In their book, an ounce of MAGNESOL prevention costs less than a pound of odor-trouble cure. How about checking it yourself? Leading distributors stock MAGNESOL!

*MAGNESOL is the registered trade mark of Food Machinery and Chemical Corporation for its magnesium silicate adsorptive powder.



WESTVACO CHEMICAL DIVISION FOOD MACHINERY AND CHEMICAL CORPORATION

GENERAL OFFICES • 405 LEXINGTON AVENUE, NEW YORK 17
CHICAGO, ILL. • CLEVELAND, OHIO • CINCINNATI, OHIO
ST. LOUIS, MO. • LOS ANGELES, CALIF. • NEWARK, CALIF.



Ford F-3 Parcel Delivery doubles load-space

Here's light truck economy and handling ease with all the load space of bigger, heavier trucks!

Yes, you can mount a body as big as 400 cu. ft. on a F-3 Ford Parcel Delivery chassis. That means bigger payloads, more work area for the driver, better service for your customers and *lower cost per unit delivery*.

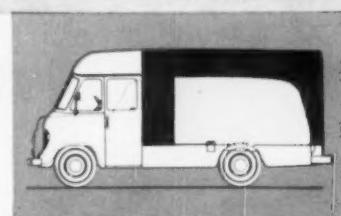
With all this plus capacity, you still have light truck handling ease. For example, turning radius on the 104-in. wheelbase F-3 is 18-ft. (right) and 19½-ft. (left). The secret of big capacity lies in the forward-located controls. Loading area comes 2-ft. closer to the front axle than in conventional panels.

Available in 104-, 122-, 134-* and 158"-inch wheelbases

You can mount 7- to 11½-ft. bodies on 104- and 122-inch wheelbase Parcel Delivery Model F-3 rated up to 7,800 lbs. G.V.W. For bigger loads requiring 10½-ft. to 14½-ft. bodies, choose 134- and 158-inch wheelbase Parcel Delivery Model F-5* rated up to 14,000 lbs. G.V.W. See your Ford Dealer about the Parcel Delivery or any one of over 175 other models from 95-h.p. Pickups to 145-h.p. Big Jobs.

*available on special order.

Ford F-3 Parcel Delivery shown here comes with front end complete. You mount your own choice of bodies.



Ford Parcel Delivery chassis can take bodies with up to 550 cu. ft. capacity compared to 125-150 cu. ft. capacity for the typical light duty panel.

You get the multi-stop Ford Parcel Delivery with these six features standard: 1. Forward-located steering and clutch and brake pedals. 2. Easy access Engine Cover. 3. Quarter windows. 4. Windshield. 5. Seat. 6. Grille.

Custom-build your own 250-550 cu. ft. body

Mount any kind of body you choose on the Ford Parcel Delivery. Your body builder installs body roof, body sides and body floor. This usually expensive front-end styling comes standard at low Ford costs. No alterations of Ford-warranted chassis and controls are necessary. This means you can save money on the price of the body.

MAIL THIS COUPON TODAY!

FORD Division of FORD MOTOR COMPANY

3282 Schaefer Rd., Dearborn, Mich.

Send me without charge or obligation, detail specifications on Ford Trucks for 1950.

FULL LINE HEAVY DUTY MODELS
 LIGHT MODELS EXTRA HEAVY DUTY MODELS
 PARCEL DELIVERY

Name _____ (Please print plainly)

Address _____

City _____ Zone _____ State _____

**Ford Trucking Costs Less Because—
FORD TRUCKS
LAST LONGER**

Using latest registration data on 6,592,000 trucks,
life insurance experts prove Ford Trucks last longer!



AMERICA'S LARGEST SELLERS

Ten Minit Bleach

All White Fabrics in
2 to 10 minits
used in cold water
10 lb. unit . . . 8.50

All Coler Bleach

Water safe to all
freak, mixed colored
and printed dresses.
10 lb. unit . . . 6.50

*Accept no substitutes, both bleaches
are exclusive products of*



LABORATORIES

1636-40 West Vernon Ave., Los Angeles, Calif.

BILL CAPLAN
SHOWS YOU HOW TO BEAT THE
HELP WANTED
PROBLEM IN YOUR PLANT

ONE
OPERATOR
DOES THE WORK
OF TWO
WITH THE
EXCELSIOR
FINISHING SYSTEM



"It's easy to solve that problem," says Bill Caplan, President of Excelsior. "Instead of searching for more skilled help to speed up production in your plant, switch over to America's most modern finishing system . . . Excelsior's combination offset Finisher and Fabric Head Pressing Unit. With these miracle machines, each of your present operators can do the work of two operators with older, out-of-date methods. That means you'll get more work . . . better work . . . in far less time! The result is obvious . . . a saving on your payroll

. . . a saving on production costs . . . plus added volume and greater profits."

If this simple solution sounds too good to be true, don't take Bill's word for it. Check with any of the hundreds of plant owners from coast to coast who will bear out Bill Caplan's claims. They know, through experience in their own plants, that the Excelsior Finishing system completes any type of garment with production methods while retaining that "hand-finished" look. Write for details.

EXCELSIOR MACHINERY COMPANY
1454 RANDOLPH ST., DETROIT 26, MICH.

GADGETS

and gimmicks

Electric Whiskbrush Hanger

ONE of those electric whiskbrushes (baby vacuum cleaners) are very handy gadgets to have around when lint removal is a problem for the inspectors or baggers. But there is a problem of where to keep it when not in use.

The Only French Cleaners of Allentown, Pennsylvania, solved that problem by constructing a hanger alongside the inspection rack which holds the whiskbrush in ready position beside the garment at shoulder level. Mounted on a post, it serves as a cradle to support the broad nozzle on both sides of the motor housing.

Overhead is a pully or reel through which the electric cord runs. This maintains a slight tension, letting down a length of cord as the whiskbrush is put to work, drawing it back into the reel as the operator leaves slack in the cord.

A Pocket Blower

IT not only takes time to turn a coat pocket inside out but it is difficult to get the pocket back in place without a puckered corner, which produces a wrinkle when finished.

A pocket blower that works like a charm has been designed and built by Otto Petri of Petri's Odorless Cleaners, Long Beach, California. With this gadget it is only necessary to open the pocket opening slightly. The lining is left in place and the litter is removed by air pressure.

The blower is on a 1-inch pipe standard with a $\frac{3}{8}$ -inch air-line connection which has a foot pedal connected to a quick-opening air valve. On the top of the standard there is a flattened nipple mounted so that the air is released through an opening $\frac{1}{16}$ inch wide and 1 inch long. There is a petcock at the bottom for draining water from the air line when needed.

The coat pocket is held open and slipped down over the nipple. The air is then turned on, blowing the lint and other litter to the floor. Cleaning coat pockets with this blower requires about half the time needed to hand-turn the pocket and brush or shake free of litter.

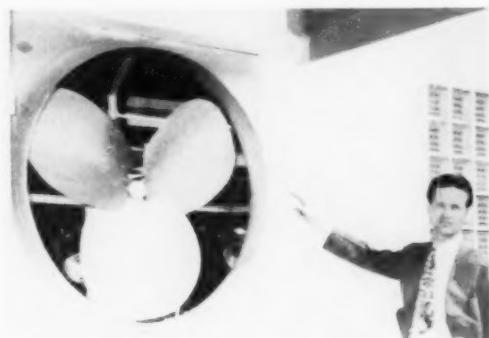


POCKET BLOWER TECHNIQUE demonstrated by Otto Petri

The air is then turned on, blowing the lint and other litter to the floor. Cleaning coat pockets with this blower requires about half the time needed to hand-turn the pocket and brush or shake free of litter.

Fort Worth Cooler

WITH a plant 30 by 40 feet square, including a finishing room 20 by 30 feet, Earl Boynton of Fort Worth, Texas, has been able to handle his entire summer air-conditioning problem with a 48-inch fan driven by a $1\frac{1}{2}$ h.p. motor. The fan is mounted in the side of the building under a metal awning. This 3-blade,



SUCTION FAN cools Texas plant. Owner Earl Boynton at right



PLANT IS COMFORTABLE as it is attractive

48-inch fan sucks air from the 1,200 square feet of floor space and forces it outside the building.

With the front door ajar, the suction from this one fan also cools the store and office.

"We have considerable trouble with heat here in the summer," Mr. Boynton admitted. "We have found that with our single suction fan we are able to cool our plant by at least 20 degrees and make working conditions completely satisfactory."

Compact Marking Table

AT Marvel Cleaners in Coral Gables, Florida, operated by Lucile Neher, a very compact and efficient little marking unit was devised. In addition to a shelf for the invoicing machine, there are quite a number of little cubbyholes for marking tags, pins, etc. Because

(Continued on page 138)



REFER TO THE
Dryco SECTION
WHEN YOU NEED
FINISHING
AND SPOTTING
EQUIPMENT



**YOU HAVE THIS
3 IN 1 CATALOG
USE IT
TO CUT COSTS, SAVE LABOR
all through the plant**

Packed with products
and ideas that —

- Save Time...Improve Quality
- Increase Production
- Lower Operating Costs
- Make Tough Jobs Easy
- Better Work Conditions
- Economize Plant Space

PLANT Tested...PLANT Proved

Dryco FINISHING AIDS PAY FOR THEMSELVES...THEN PAY YOU!



MODEL F—Dryco E-Z Squeeze Water Spray Gun. More in use than all others combined. Simple, fast. Just reach, squeeze, to get instant spray. Complete \$9.95



MODEL 6033—"Moisture-Conditioned" STEAM ELECTRIC IRON. Does not water-spot, even on low heat. Particularly safe for synthetics and rayon. Operates at 110 volt, 15 amp. Better, in less time. Super-comfort, cool handle. Preferred in plants everywhere. For over 18 years. Complete \$33.00



MODEL 3000—Dryco Combination STEAM and SPRAY SPOTTING BOARD. The ideal all-purpose unit. Narrow, perforated tip simplifies spray and spotting work of difficult areas. All-Metal top cannot crack or wear out; is not affected by chemicals. Adjustable height. Complete with garment tray \$135.00



MODEL 1015—LADIES' and MEN'S SHOULDER and SLEEVE PUFFER. Finishes shoulders 3 times faster. Only 6 seconds per shoulder. No puckers, no wrinkles, no shine. \$59.50

MODEL 1004—PUFFER SET. 4 different heads permit operators to reach and finish difficult ruffles, tucks, sleeves, etc. \$195.00

Other puffer sets also available.

CASH IN ON ALL THE ADVANTAGES OF Dryco EQUIPMENT

Do More Work, Better, Faster, Easier, at Lower Cost

Order Now FROM YOUR SUPPLIER....

Dryco CORPORATION

DRYCO EQUIPMENT
COSTS ONLY A FRACTION
OF WHAT IT SAVES

HE IS OUR DISTRIBUTOR

CHICAGO 24, ILLINOIS

Ask the men who've used it....

KARPET-KARE

BIGELOW'S SENSATIONAL LIQUID DETERGENT

THE FOLLOWING unsolicited comments should give you some idea of what leading cleaners think of Karpet-Kare once they've used it according to the correct, Bigelow-taught method.



"We have completed 43 on-location jobs since we started to use Karpet-Kare, and have yet to receive our first complaint. Karpet-Kare helps in building business as all customers praise its results."

"Karpet-Kare is the only on-location carpet cleaner that has given our finest customers complete satisfaction."



"Karpet-Kare is the best cleaner, and it leaves a good impression on all our customers."

"We have been cleaning on location for 10 years, and find Karpet-Kare much better than anything on the market."



With increased production of the Karpet-Kare detergent and training facilities for its use, Bigelow is now in the position to authorize additional Karpet-Kare dealers in several territories.

These will be selected from fully accredited cleaning establishments of top reputation. Inquiries should be sent to Department K at the address below . . .

BIGELOW-SANFORD CARPET CO.

140 MADISON AVENUE, N. Y. C.



The home of DRISYN and other cleaning products

DRISYN is a product of E. F. Drew & Co., Inc., one of the largest producers of detergents in the world. From the research laboratories of this great plant have come many "firsts" for the cleaning industry. Among these are Drisyn, the original complete concentrate that's *all* detergent. It contains no water—no solvent—no inactive materials. Drisyn is *as vital to cleaning as soap is to washing*. It's the superior cleaner for drycleaning and spotting.



Write for Drisyn, Wetsyn and Wet Cleaning Products Folders

CHEMICAL SPECIALTIES DIVISION

E.F.DREW & CO., INC.

15 EAST 26th STREET, NEW YORK 10, N.Y.

Distributing rights available to responsible jobbers in some areas

DREW CLEANING PRODUCTS

WETSYN—Concentrated liquid synthetic detergent for wet cleaning all classifications—silks, acetates, rayons, woolens, etc.

SUDSYN—White powder synthetic detergent for wet cleaning all classifications. Contains very effective color protectors. Resistant to acids, hard water—even sea water.

LUXOL—Softener and sheen producer par excellence. Used as addition agent direct to solvent in the machine. Fiber stimulant—restores the new look.

NAPSO 22—Medium titr^e powdered, built soap. Excellent for all classifications at temperatures up to 150°.

COLDWATER NAPTEX—For blankets, sweaters, woolens, rugs, dark colors, etc.

DREW OIL SOAPS—S.E.B. CONCENTRATED, COCOGEL, FOAMSUDS—For rug shampoos, fugitive colors, silk and woolen formulas.

DRUCLOR—Ideal powdered chlorine bleach for small machine operations, wet cleaning cottons, launderettes, rug cleaning.



... FOR LARGE PLANTS
... FOR SMALL PLANTS

Adjusta-Form

HANDLES ALL GARMENTS
WITH EQUAL EFFICIENCY



SUIT COATS



LONG COATS



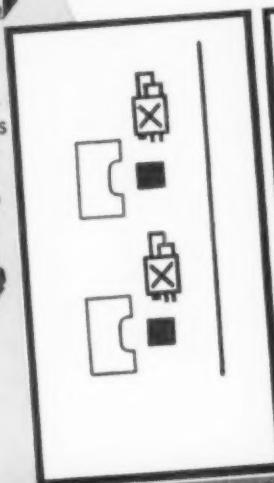
SHORT JACKETS



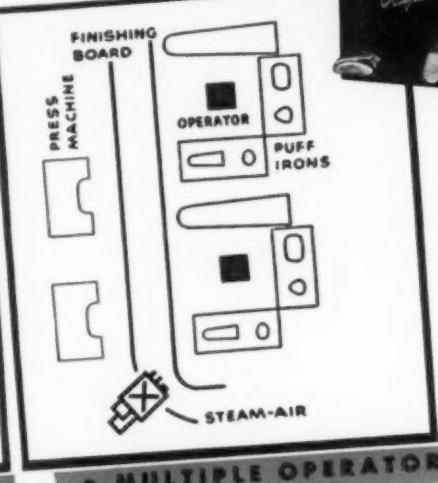
DRESSES

The ability of the Adjusta-Form to handle a mixed run of garments has always been the primary feature. Just as important is the ease with which the Adjusta-Form can be adapted to any size dry cleaning plant and to any production layout used in the finishing room. Ask the Adjusta-Form jobber to show you how an Adjusta-Form in your finishing department will pay immediate dividends in production and increased profits. A short demonstration will be convincing.

- The operator steams and dries one garment. It is taken off the Adjusta-Form, placed in position on the press so it is ready for the first lay. The second garment is placed on the Adjusta-Form, steamed and the air is turned on. While this garment is drying, the operator touches-up the first garment.



* SINGLE OPERATOR UNIT



* MULTIPLE OPERATOR UNIT

The versatile Adjusta-Form located at the beginning of the production line will handle a mixed run of suit coats, long coats, short jackets and dresses. This single Adjusta-Form will keep at least two operators on utility machines busy touching up the garments.

See Adjusta-Form demonstrated
at the A.I.L. Convention October 7-9, Boston, Mass.

ENGINEERED AND MANUFACTURED BY

WICHITA PRECISION TOOL CO., INC.
• P.O. BOX NORTH SENECA • WICHITA, KANSAS

Uniform

Eaton's DYES

Uniformity is one of the outstanding qualities of EATON'S DYES. This uniformity, coupled with the bright true colors of EATON'S DYES, enables the dyer to bring new life and freshness to garments which have become dull and faded. With EATON'S DYES discarded clothing can be returned to usefulness with its original charm and beauty restored.

A constant study of colors and their effects is conducted by our research laboratories, and we pass along our findings for the benefit and general improvement of garment dyeing techniques. You can transform doubters into enthusiastic customers by drawing on this vast store of dyeing knowledge. We welcome inquiries from dyers on the proper methods of dyeing such materials as Cellulose Acetate, Nylon, Cotton, Wool, Silk, and "Aralac" mixtures. We will be glad to furnish complete simplified instructions covering kettle or washer dyeing. Write us about your dyeing problems today.

ECCO DYEOPEN—The garment dyer has always had the problem of penetrating tight seams, quilted areas, and textile fibers containing various sizings. ECCO DYEOPEN has been produced to overcome this difficulty. This new product aids in the solubility of dye-stuffs in the dye dipper, and then breaks down the surface tension of the dye bath. ECCO DYEOPEN is very concentrated, not affected by salts, acids, or alkalies, and is not corrosive when in contact with most metals.



Established
in the year
1838

ORDER FROM YOUR
DISTRIBUTOR

EATON CHEMICAL AND DYESTUFF COMPANY



EDITORIAL

October, 1950

A BUSY WINTER

YOU should plan now for a very busy January and February. This winter may be the last "breathing spell" for drycleaners for many months to come. Growing volumes will keep most plants occupied this fall, but winter is the time for the drycleaner to "put the house in order."

The top problem will be labor, as usual. The labor shortage in the drycleaning industry has already developed to the point where the Government has recognized it. In big war-industry towns some plants have already shown a 30 to 50 percent turnover.

During the last war TWI, or Training Within Industry, did much to help get the best production possible per man-hour in many lines, but it came late in the game for many of us. There were two important reasons for the lateness. First, too few businessmen realized the importance of the "paperwork." Second, none of them realized the amount of preparation needed to set up a training program. Maybe a third reason was that the little fellows didn't understand that the program was for them, too.

Since the war many of us have become more familiar with "methods study" and "job evaluation." Still, that long preparation has stymied us from going ahead. There has always been something more urgent to attend to. But—now is the hour!

During breathing spells this fall (like Sunday evenings at bridge parties), the drycleaner can set down the tasks to be done in his plant. He can then analyze each task.

Like the two terms used above, "analyze" is a baffling word. It means only that you list in a column every single motion in a job, describing how it is done and why. Then, on the opposite side of the page, you tell if each single step could be done easier, quicker, cheaper, better, or not at all.

It is like pulling teeth to persuade a busy plant-owner or superintendent to sit down and study a single job like that. Particularly when he's busy hooking up another press he doesn't need, or breaking in a touch-up girl to refinish overpressed garments. And especially if the bosses have been in the drycleaning business for 20 or 30 years.

The old-timers take for granted too many things that they do or teach, although the reasons may have changed or disappeared long ago. All too often a newcomer to the industry outstrips his older competitors. He knows he's green and he questions everything, including all those things the old-timers take for granted. Like a man learning to drive on a fluid-drive car, he doesn't have to fight a tendency to push down the

clutch with his left foot, or explain why that left foot jumps every time he brakes with the right.

But this is all an old story, told from the convention platform, NICD bulletins and page after page of the trade press. What we want to urge is that it is now or never, if you want to do the job right!

ENGLISH FABLE

WE were called on recently by a pair of Englishmen, one of whom visited this country twelve years ago. There was a time when we had foreign visitors almost weekly, but the dollar shortages have changed all that.

We have read many of the things they told us about, but in hearing them related about the drycleaning industry, the impact is greater. Imagine, for instance, this vicious circle. The lowliest presser is taxed 10 percent of his wage. He is not interested in either overtime or wage incentive because the rapid increase in taxation rate makes the extra earnings hardly worth the effort. Which makes the recent move to break through the voluntary wage ceiling rather pointless, unless the base of taxation is changed in Britain.

Yet labor is still so cheap, compared to the United States wage rates, the Britishers can afford to mend things like hosiery.

A turbine, badly needed for power and light in our visitor's plant, was finally delivered and set up just before he left home. It had been on order for six years! Meanwhile a government building scheduled for completion in 18 months is still incomplete, although it is five years old. Not enough lumber, steel, stone, brick and glass for even a government building.

The dollar shortage has excluded American filter powder from Britain. While using low grade substitutes the English cleaners are faced with returning to centrifuges or developing something like the electronic filter. Petroleum solvents are so costly that the cleaners have developed reclamation from the tumbler to a fine point.

We aren't editorializing on Britain's mishaps. The causes of her troubles are much more than the current socialistic government. What we must guard against is loss of an incentive to workers. Prosperity is based on man-hour production only—regardless of how the incentive is applied. There is no security in an economy that restricts production by any means whatsoever.



BISHOP Cleaners WORK-SAVERS

Improve efficiency — speed production — reduce cleaning costs



**BISHOP
FILTER
POWDER
INJECTOR**
for cleaner
loads, cleared
faster, easier

Powder goes direct to filter,
away from garments. Saves
steps, hours of time. Easy
operation.

No. B67



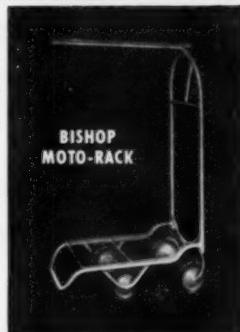
BISHOP MOBILMARKR

3-in-1 unit of storage bin,
hopper and marking table.
Just load (at truck), roll (to
open area in plant), and
mark. Made in 2 sizes:
B2-133D (120#)
B2-131D (200#)

BISHOP MOTO-RACK

New, faster way to ROLL
bagged work to delivery
... carries 50 assorted,
bagged garments, without
crushing or wrinkling. Saves
labor. Very maneuverable
and compact.

B24-10



**BISHOP
MOTO-RACK**



**BISHOP
PRESPOTTING
TUB**

Prespotting Tub: Perfect for
new Spray-Spotting technique.
Use also for fragiles and for
wetcleaning. Size 53" x 19" x
27" high. Has draw-off valve
and soap tray.

No. B20-1



**► BISHOP
BAG-O-TEER**

Combined bagger, desk and over-head rack (for 3 sizes of bags) plus
storage for reserve bag supply.
Fast, efficient, easy bagging in one
square yard of space. Heavy non-slip
base needs no floor lags.
No. B30-1



**BISHOP
SPOTTING BOARD**

All-Monel 53" top has 16" perforated tip. Adjustable
garment tray with splash
apron.

B21-5



GALVANIZED TRUCK TUB

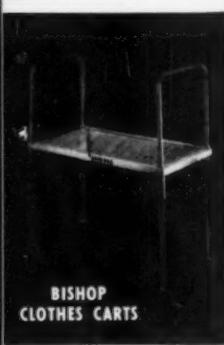
Rommy, fast, safe. Sparkproof
wheels. B229-G



**BISHOP
DRI-TOP IRONING BOARD**

Perforated metal top with coiled
steam pipe underneath. Moisture
dries instantly for finer, faster
finishing. Fireproof.

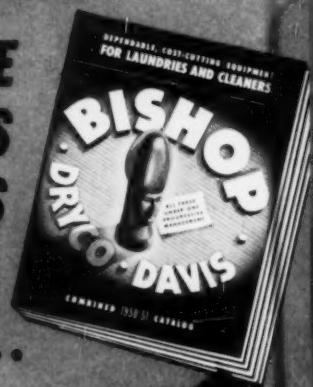
B4-12



**BISHOP
CLOTHES CARTS**

1950 G. H. BISHOP CO.

**CHECK THESE
LABOR-SAVERS
TO CUT COSTS
IN EVERY
DEPARTMENT...**



MARKING ROOM
BISHOP MobilMarkr
BISHOP Marking-In Table
BISHOP Clothes Carts

WETCLEANING
BISHOP Wetcleaning Table

FINISHING
BISHOP Dri-Top Ironing Board

SORTING & ASSEMBLY
BISHOP Cleaners Sorting Reel
BISHOP Belt & Tie Reels
BISHOP Invoice Desks

SPOTTING DEPARTMENT
BISHOP Spotting Board
BISHOP Prespotting Tub
BISHOP Clothes Carts
BISHOP Pants Cart

BAGGING & SHIPPING
BISHOP All-Purpose Tables
BISHOP Bag-O-Teer
BISHOP Moto-Rack
BISHOP Garment Racks

**Let this big
new Catalog
help you get
MORE WORK
of FINER
QUALITY at
LESS COST,
FASTER, in
LESS SPACE**

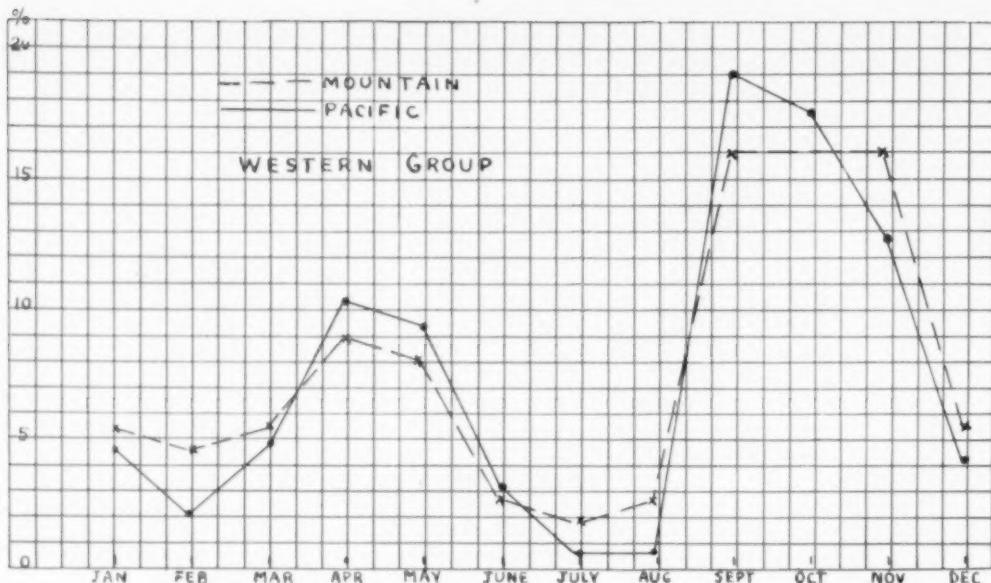
Order Now FROM YOUR SUPPLIER

G. H. BISHOP CO., CHICAGO



WE IS OUR DISTRIBUTOR

MANUFACTURERS SINCE 1892



HIGH AND LOW MONTHS in dyeing volume in different regions shown in these three graphs. For territory in each section see map on page 40

SURVEY ON GARMENT DYEING

Results Reveal That Many Drycleaners Are Neglecting Natural Part of Their Business

by WILLIAM R. PALMER

ANY person not connected with the drycleaning industry is likely to refer to us as cleaners and dyers. The public expects us to do garment re-dyeing. It is likely that if we don't give them this service, someone else will, particularly when living costs are climbing and garments are worn longer.

THE NATIONAL CLEANER & DYER recently conducted a survey to find out how many cleaners handle dye work and whether they are making the best of it. We have found: (1) less than 10 percent of the drycleaners handle no dye work at all; (2) 32 percent are quite satisfied or even enthusiastic about their dye business; (3) many of the complaints about dye work are due to ignorance on the part of the drycleaner and poor training of salespeople, and (4) 61 percent of the plants handling dye work do not promote it.

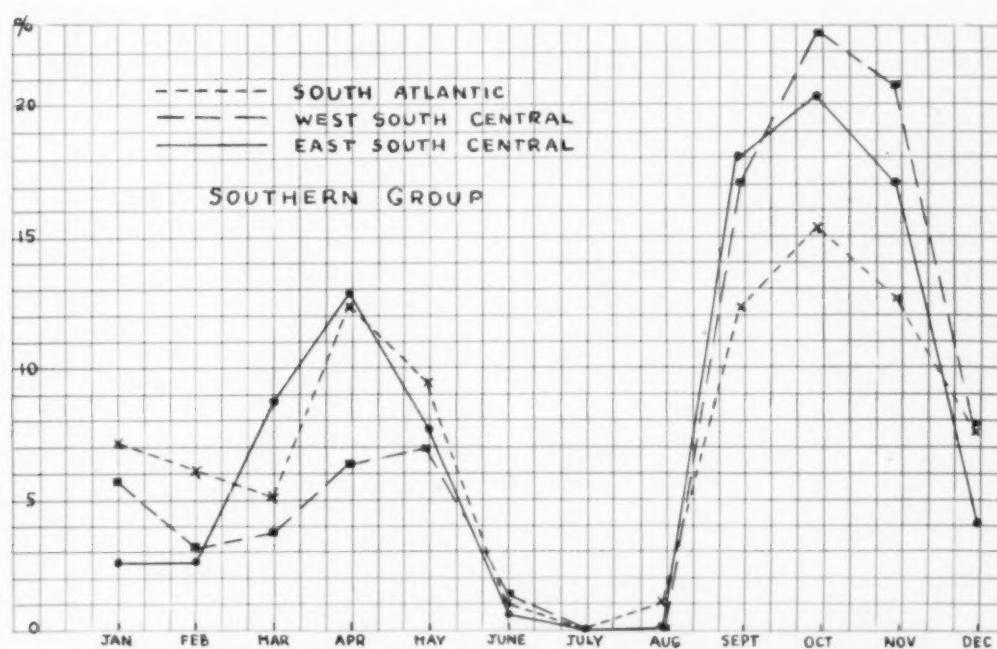
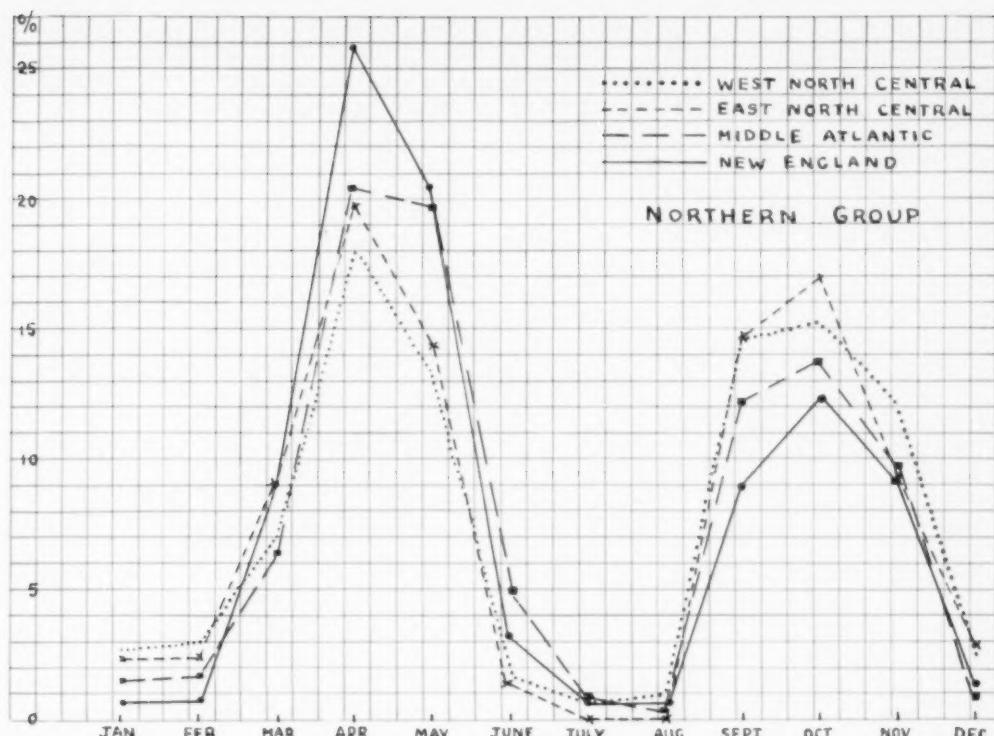
Our first table shows how dyeing is handled by the retail cleaner. It is interesting that 4.3 percent of the cleaners are shown to be doing their own dye work. This checks closely with the 4 percent shown doing their own dyeing in our sideline survey reported in September of last year. In Table I the users of "focal" dye houses are isolated to separate parcel-post shippers from plants serviced by truck.

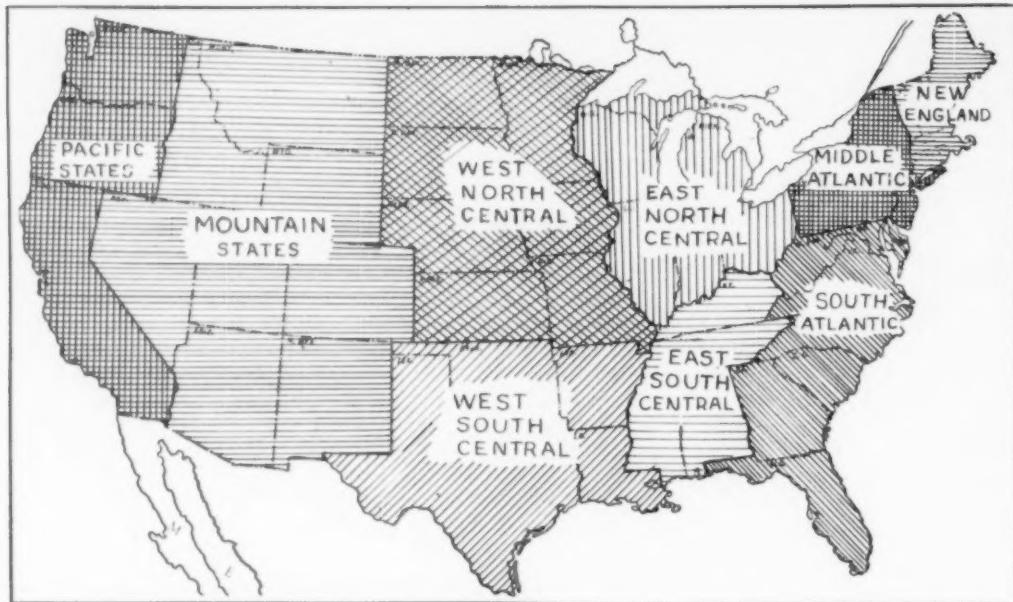
TABLE I

HOW DYEING IS HANDLED

	Do Not Handle Dye Work	Local Own Plant	Whole- sale Dyer	Out-of-Town Dyer
NEW ENGLAND	9%	5%	21%	68%
MIDDLE ATLANTIC	5	2	36	57
SOUTH ATLANTIC	12	5	17	73
EAST NORTH CENTRAL	5	3	21	73
EAST SOUTH CENTRAL	9	11	19	72
WEST NORTH CENTRAL	7	5	13	79
WEST SOUTH CENTRAL	19	13	23	47
MOUNTAIN	22	6	18	60
PACIFIC	12	1	43	44
TOTAL U.S.A.	8.6%	4.3%	23.5%	63.5%

The Southern and Western states generally handle less dye work. The Southerners do more of their own dyeing. At least a fourth of all dye work is picked up and delivered by the wholesaler or taken to the wholesale dye house by the drycleaners' routemen. The per-





REGIONAL DIVISIONS followed in graphs on preceding pages are those set up by Audit Bureau of Circulations.

centages in the third and fourth columns indicate fairly closely the percentage of dye work handled in the larger metropolitan areas as compared to the smaller cities and towns. This probably explains the greater percentage of cleaners doing their own dyeing in the South where big cities are more scattered, or else not doing it at all, as in the Mountain and South Atlantic sections.

In trying to dig up startling information we grouped our graphs according to seasonal variations. These graphs show the average amount of garment dyeing done each month in percentage to the total volume for the year. However, we can't admit being startled by

the discovery that all Northern states react alike, as do the Southern and Western groups.

But the patterns are reversed, comparing the Northern group with the other two. Why can't each group build up the lower peak to equal the higher one? Note also that the winter slack period isn't quite so severe in the South and West as in the North. None of the groups can expect to reach the extremes of the others, but a pretty good goal might be the curve shown for the West North Central group. It coincides almost exactly with the curve for the entire country.

TABLE II

AVERAGE PAYMENTS TO DYE HOUSE

	Best Month	12 Months	Total Retail Volume in Area
NEW ENGLAND	\$66.12	\$254	\$ 428,000
MIDDLE ATLANTIC	82.47	402	2,278,000
SOUTH ATLANTIC	68.17	446	1,240,000
EAST NORTH CENTRAL	56.41	285	1,833,000
EAST SOUTH CENTRAL	76.58	360	495,000
WEST NORTH CENTRAL	63.25	351	1,053,000
WEST SOUTH CENTRAL	59.88	263	409,000
MOUNTAIN	48.03	304	297,000
PACIFIC	67.33	354	908,000
ENTIRE U.S.A.	\$65.89	\$365	\$9,000,000*

* Does not total since sectional figures are approximate.



"I always get down a little early on Wednesdays to start the boiler—it's the fireman's day off."

We asked, "Can you estimate your volume of dye work for your best month, in number of pieces processed or in payments to the dyehouse?" The average "good" month for the whole country figured out to \$65.89. If the recommended charge of double the dyer's bill were followed generally, the cleaners' receipts for their

\$150⁰⁰ Order From Sanitone's Saturday Evening Post Ad!



John E. Skahen, President of Liberty Cleaners, Inc., Chicago, receiving bronze plaque commemorating his 18 years as a Sanitone licensee. Standing, left to right: William L. Skahen, President of NCCD in '46-'47; Arthur Schwab, Sanitone Engineer; and Lester Francis, Emery Advertising Manager.



Another Example of How Sanitone Advertising Helps Licensees Get New Business, Bigger Profits!

The 2-page Saturday Evening Post ad, listing the more than 900 Sanitone licensees, brought Liberty Cleaners of Chicago a routine pick-up call from a new customer. The bundle added up to \$150.00. Bill Skahen of Liberty was immediately interested in why his plant had been selected. When he inquired he learned that the new customer had confidence in what he saw advertised in the Post and picked Liberty from the list of Sanitone Dry Cleaners.

How many buyers of dry cleaning switch to a Sanitone plant because of this National Advertising, nobody knows exactly . . . customers don't usually volunteer such information. But there is plenty of evidence that it's working constantly to win new customers every day. Alert dry cleaners are getting the facts behind the powerful, business winning Sanitone program . . . why not write today!

SANITONE Dry Cleaning Service
Emery Industries, Inc. Cincinnati 2, Ohio

best month would average \$131.78. Similarly, cleaners who took in dye work did an annual retail business of \$732 averaged over the country.

An idea of the amount of garment redyeing being done in each of the different sections of the country is indicated by the third column in Table II. While the first two columns are payments to the wholesaler, the last column shows total payments by customers to the drycleaners. The amount is probably conservative. It does not include the 4.3 percent of cleaners who do their own dyeing. Since these latter do considerable wholesale dyeing their volume would be shown in their accounts' figures, also, and would show too high a total amount.

Our preoccupation with wholesale dyeing is due to the belief that those drycleaners doing their own dyeing are supposed to be satisfied with their own work or they wouldn't be in the business. In most cases they depend on an experienced dyer. The number of such plants has dropped because young men have not been trained to replace the old-time dyers.

TABLE III
RATIOS OF SATISFACTION AND PROMOTION

	COMPLAIN		DO NOT COMPLAIN	
	Promote	Do Not Promote	Promote	Do Not Promote
NEW ENGLAND	21%	48%	9%	27%
MIDDLE ATLANTIC	29	35	15	20
SOUTH ATLANTIC	26	47	9	19
EAST NORTH CENTRAL	30	38	14	19
EAST SOUTH CENTRAL	29	37	11	24
WEST NORTH CENTRAL	29	42	11	18
WEST SOUTH CENTRAL	26	49	9	17
MOUNTAIN	14	56	6	25
PACIFIC	26	45	12	17
ENTIRE U.S.A.	27%	41%	12%	20%

To us Table III is most challenging! Why are drycleaners who complain about their wholesale dyeing service about double the number of drycleaners wholly satisfied with their wholesalers? Or, if one out of three is completely happy, what gums up the dye business for the others? Obviously one out of every three has been able to send out his dye work profitably and satisfy his customers!

Causes for Complaint

Almost a third (30 percent) of the complaints about wholesale dyeing concerned shrinkage. Many of them are honest complaints. One cure, of course, is a change of dye house. More careful examination of garments by employees handling the orders is suggested. At least a dozen respondents to the survey blamed the dye houses for not instructing them more fully in what type of garments can be dyed satisfactorily.

Finally, there should be an understanding with the dye house of what the drycleaner is paying for. If restretching is part of the job the complaint of shrinkage is justified. But frequent excessive shrinkage can be solved only by the first cure of changing dye houses. Seventy percent of the drycleaners seem to be satisfied on the shrinkage angle.

A quarter of the complaints (24 percent) were about slow service. Yet there are plenty of dye houses that

clean up everything the end of each week, except in the very height of the season. If traffic is slow at other times, start shopping.

"Bad finish" and "wrinkles" totaled 16 percent of the complaints. Are you paying for a finished job? It is cheaper for you to do the finishing yourself than to pay a dye house to do it for you.

"Damage" accounted for 15 percent of the dye-house crimes. Yet it is the drycleaner who has a repair department, not the dyer. The large majority of these complaints were ripped seams or linings torn loose. If the garments are checked for loose seams and linings before shipping to the dye house this trouble could be reduced to a fraction; also, if the fabric itself is tested for strength at the wear points.

What To Do About It

A number of the suggestions made here take a little extra time on the part of someone in the drycleaner's organization—either a salesperson, marker or drycleaner. But the markup is more than enough to provide this careful handling with a very satisfactory profit. That is, if the cleaner charges double the wholesale rate as recommended.

A little extra selling is required, too, when the customer can't have the exact shade she wants. Four percent of the complaints were about the limited color choices. Three percent of the complaints were not against the dyer but said "The public expects too much," which adds to the job of selling (or unselling).

If too many pieces are being lost (one percent of complaints) there are two remedies: (1) change dye houses; (2) prepare dye tags with your name perforated on them and sew them into the neckbands of the garments.

Another one percent of the drycleaners say that the dye work done for them causes loss of customers. One percent of the complaints were that "everything" was wrong with the dye houses, and all the other miscellaneous complaints together amounted to four percent of the whole.

We don't wish to seem to belittle these complaints mentioned above. Most of them are too well founded. Yet, if 30 percent of the drycleaners handling dye work



"Really, eight dollars is plenty . . . it was an old suit. I bought it the last time Bill Palmer gave me a raise."



MORE
summer profits!
anytime!

**USE DICALITE^{*} 7 to stop
re-deposition of soil
-gives whiter whites**



Order DICALITE 7
from your
Supply Jobber

Stop re-depositing soil, increase soil removal and eliminate linting. That means more pass-ups, less re-running and spotting—more higher quality cleaning per day and more profit. Dicalite 7 filter powder will do this for you because it keeps static electricity under control; makes the solvent conductive so that the static passes off harmlessly through the washer ground. Cleaners also tell us it not only cures their static troubles but keeps pressure lower longer and saves filter powder because they can run longer between scrapedowns. Give Dicalite 7 a try—you can prove that it will make you more profit by saving needless extra work.

*Reg. U. S. Pat. Off.

DICALITE DIVISION
GREAT LAKES CARBON CORPORATION

New York 17, N.Y. • Chicago 13, Ill. • Los Angeles 17, Calif.

have worked out the problem, there must be hope for the rest.

Much of the trouble lies in the fact that the volume is usually so small that the boss has not given it his full attention. If the volume were larger it would justify his attention. Then his employees would be better trained to handle dye work, the customers' squawks would be milder, and the profit would be even healthier.

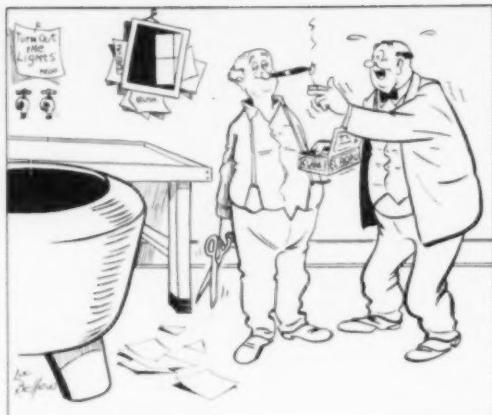
Refer back again to Table III to see what a poor job of promotion dye work receives. (It also shows the kind of statistics that make survey interpreters tear their hair.) Of all the cleaners handling dye work nearly two-thirds of them don't promote it at all. Also, believe it or not, the guys that beef the loudest are selling it a little harder than the satisfied group. Unless the latter are depending entirely on word-of-mouth advertising, we can't understand why they are not pushing a natural service.

TABLE IV
MEDIA USED IN PROMOTION OF DYE WORK

	Window Display	Package Inserts	Newspaper Ads	Direct Mail	Other Media
NEW ENGLAND	33%	17%	25%	4%	20%
MIDDLE ATLANTIC	55	10	18	4	13
SOUTH ATLANTIC	51	15	15	0	20
EAST NORTH CENTRAL	43	14	23	3	18
EAST SOUTH CENTRAL	30	15	25	0	30
WEST NORTH CENTRAL	51	9	23	3	14
WEST SOUTH CENTRAL	30	12	32	6	21
MOUNTAIN	0	0	60	0	40
PACIFIC	43	12	17	7	22
U.S.A.	46%	12%	23%	3%	16%

The above table shows how much each of the major advertising media is being used to promote dyeing, but does not show the general lack of suggestive selling. Most ads in effect say "We do beautiful dyeing"—period! Actually, there are at least six reasons why a woman or a man wants a garment redyed. Advertising should be pointing out the possibilities of each.

These reasons are: (1) to be in style, as new shades



"Quick, man! What's this about a way to cut our dye bills in half?"

become fashionable; (2) to keep variety in the wardrobe, when too many dresses are a similar shade; (3) to disguise hand-me-downs; (4) to change an unbecoming shade, as many dresses look different on the street than they did in the showroom; (5) when the owner is tired of a long-wearing garment, and (6) to cover up damage, if possible.

TABLE V
TIME USING PRESENT WHOLESALER

	One Year or Less	To 5 Years	5 Years or More
NEW ENGLAND	40%	48%	12%
MIDDLE ATLANTIC	29	45	26
SOUTH ATLANTIC	30	47	23
EAST NORTH CENTRAL	16	57	27
EAST SOUTH CENTRAL	16	42	42
WEST NORTH CENTRAL	15	51	34
WEST SOUTH CENTRAL	15	43	42
MOUNTAIN	17	67	16
PACIFIC	18	57	25
U.S.A.	21%	53%	26%



This last table is thrown in to re-emphasize that there are plenty of drycleaners apparently satisfied with their current dye houses. Over a quarter of them have been using the same wholesaler for five years or more.

Also, we can remind you that there is still that 4.3 percent of cleaners who do their own dyeing. Personally, we think the real reason the dyer has been squeezed out of drycleaning plants over the last generation is that the industry as a whole has been trying to dispense with skilled operators, whether spotters, leather workers or dyers. Employers have tried to so simplify jobs that when an employee is lost, another hunk of animated meat can be installed to push the buttons.

It doesn't hurt a moderate-sized plant to have a man around who understands dyes and fabrics!

Meantime, we've got a lot more charts and tables on dyeing but we're going to paper a wall with them. A writer in *Fortune* said statistics are like peanuts—eat one and you can't stop! # #



This Modern Cushioning
will help you sell
more press pads!



The same material that brings magic comfort to furniture and mattresses now brings magic economy and long life to press pads. It's **Airfoam**—Goodyear's matchless foam latex cushioning.

When top layers are made of porous **Airfoam**, press pads are assured of full vacuum draw, with no possibility of steam escaping at the edges. **Airfoam** is easily cleaned with soap and water while on the press, saving time and trouble, and speed-

ing up production.

Most important, **Airfoam** lasts far longer than conventional materials. Because it's so durable, so trouble-free, it more than pays for itself in the long run.

Why not investigate the dollars-and-cents advantages of using **Airfoam** top layers in your press pads? Write: Goodyear, Airfoam Dept., Akron 16, Ohio.



You can blow cigarette smoke through **Airfoam**. Its porous construction insures instant passage of steam and vacuum.

Airfoam
SUPER-CUSHIONING BY
GOOD  **YEAR**
THE GREATEST NAME IN RUBBER

Airfoam - T. M. The Goodyear Tire & Rubber Company



WANT TO GO BACK TO THE GOOD OLE DAYS?

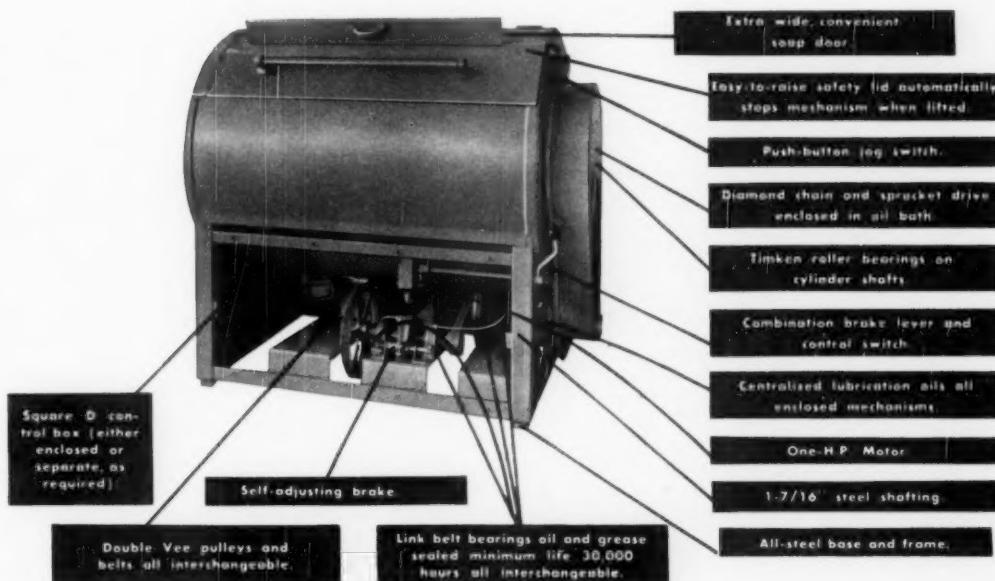
Cold mornings, stoking fires, faded dyes, unpredictable cleaning methods, busted cranks and frozen belts? Nowadays the shop owner checks out his machinery for two important features . . . PERFORMANCE and PROFITS. In 1863 the "Hamilton and Smith" HEADER GEAR was good, but using machinery like that today is as unprofitable as trying to keep up a "tin lizzie" as a delivery truck. It'll pay you to look at the streamlined, rugged Billingsley M-50 Dry Cleaner . . . it's the cat's meow when it comes to putting on the dog in economy . . . and you'll say 23-skidoo to the "good ole header gear" equipment.

... but



THERE'S *Been* SOME CHANGES MADE!

The Billingsley M-50 Dry Cleaner is the last word in engineering and design. It occupies 38% less floor space than our previous machines of the same capacity. Its many new features of safety and convenience will be welcomed by your employees. Its super-speed, thoroughness and economy will be welcomed by you ... because it means greater profits and more efficiency! See your distributor or write today for complete specifications on the two available sizes (30" x 42" or 30" x 32"). The M-50 comes in black metal for the Dry Cleaner or Stainless Steel for the laundry.



MANUFACTURED BY

Billingsly
MACHINERY COMPANY

4322 MAIN ST. DALLAS, TEXAS

UNDER PRESENT STEEL CONDITIONS NEW JOBBERS WILL BE ACCEPTED ONLY UNTIL JANUARY 1, 1951.

TRAINING GEARED TO GOAL

Route Program Aimed at Desired Volume
Includes Meetings, Contests, Controls

by LON FANALD

A ROUTE training program geared to a specific volume goal was undertaken a year ago by Owners Bud Bayler and R. M. Shoemaker of H. J. Cook Co., Inc., Los Angeles, California. Dissatisfied with their route volume, then averaging \$321 per week for each of 10 routes, they had received that suggestion from Clarence Pierce, manager of the West Coast branch of the National Institute of Cleaning and Dyeing.

The first step was to set the goal. The plant store was doing \$1,200. It was decided to bring up route volume to \$4,300 to give the desired over-all total volume of \$5,500 a week.

The next step was to locate a route supervisor who had the know-how. W. F. Hunter, a former NICD fieldman, was selected. His first job was to work up a sales control record showing through a route breakdown frequency of orders, type of work, customers' value in dollar volume.

After the sales control record was set up, Mr. Hunter worked out a sales manual—one copy for the telephone desk, one for the call office and one for each route. This manual covered the various phases of operation which salesmen should know, including a complete pricing schedule and dye chart.

The route training program started with weekly training meetings held every Friday afternoon from 4:00 to 5:00 p.m. The first meeting covered how to write up the tickets and how to price. The second meeting reviewed the different services and suggested how to present a sales talk on each. The next meeting explained the sales manual and how to use it.

The underlying theme through all the meetings and the entire training program is to make the routeman want to sell.

Next Mr. Hunter staged a trial contest, without

Route No.	WEEKLY		OVER OR UNDER
	GOAL	Made	
1	\$540.00	\$491.00	\$-49.00+
2	\$540.00	\$597.00	\$57.00+
3	\$540.00	\$553.10	\$13.10+
4	\$540.00	\$437.00	\$103.00-
5	\$540.00	\$419.65	\$120.35-
6	\$540.00	\$248.25	\$291.75-
7	\$540.00	\$522.00	\$31.00+
8	\$540.00	\$522.40	\$1.40+

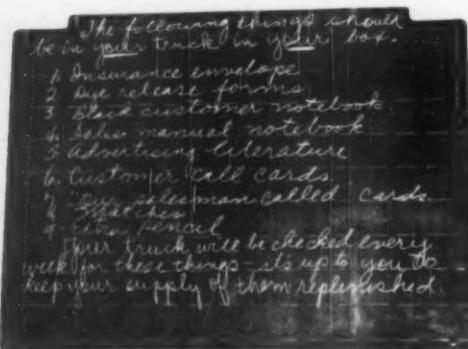
WEEKLY ROUTE GOALS and weekly plus or minus volumes are shown on bulletin board posted in drivers' room. Note 8 routes totaled \$4,128 for week—goal set for 10 routes was \$4,300.

prizes. Overcoats were made a special and reduced 50 cents in price. The idea was to inspire the routemen to go after the coats which were being put away for the summer and also to sell mothproofing. The result was a better than 100 percent increase on overcoats and similar items for the month the contest was on.

The next contest was on household items. For this contest two teams were selected and prizes given, but it was found that the prizes added very little to the results.

The number of routes was then cut from 10 to 8, and a goal of \$540 per week was set for each route. Every month a new special was offered with citywide advertising in the newspapers and sales helps to support the routemen. Each week the route standings were posted in the route room. Another bulletin board carries special instructions or suggestions and is changed weekly.

Each routeman turns in daily a written report showing the calls he has made, other than delivery or pickup calls which are reported on another sheet. The simple daily report form has spaces at the left for names and addresses of 15 call assignments and prospects, and spaces for a report on each at the right. For space economy, the report is filled out in symbols, such as: PH = phone call, meaning a route call in response to a customer's call; C = sales call made on a new account



SPECIAL INSTRUCTIONS go on another bulletin board in route room; are changed weekly.

Liding Gladys Says..... Increase your Volume! Increase your Profits!

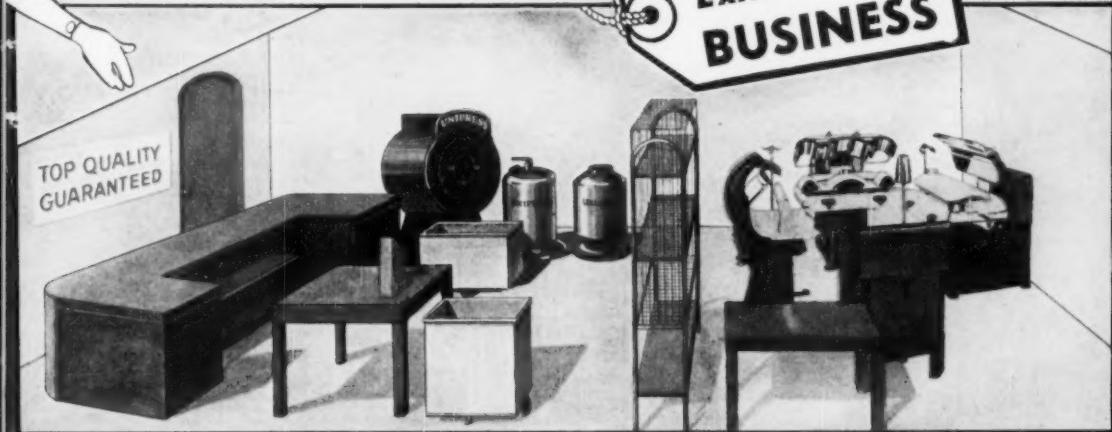


Buy a UNIPRESS

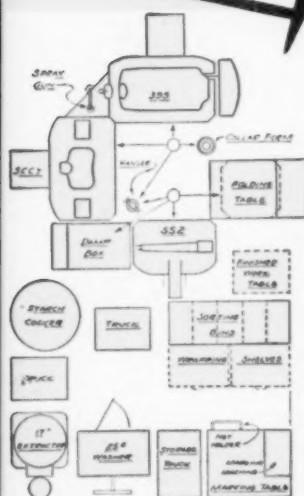
ECONOMY "PACKAGE UNIT" SHIRT LAUNDRY

Pays for itself with . . .

Extra
BUSINESS



Get All This with a
"PACKAGE UNIT"



Compact floor saving UNIPRESS
Economy Shirt Laundry fits into 10 ft.
x 17 ft. space with room to spare.

- 1—SS-2 Sleeve Press
- 1—SCCY-B Collar Cuff and Yoke Press
- 1—39-S Boxem and Body Press
- 1—Buttoner Post
- 1—Shirt Rack
- 1—Folding Table
- 1—Spray Gun with Condenser
- 1—Damp Box
- 1—Marking Machine
- 1—UNIPRESS 25 lb. Washer
- 1—UNIPRESS 17-inch Extractor
- 2—UNIPRESS Galvanized Tubs with Drain
- 1—UNIPRESS 15 gal. Starch Cooker
- 1—UNIPRESS 2-qt. Porcelain Dipper
- 1—UNIPRESS 12-qt. Starch Pail
- 1—UNIPRESS 15 Bin Sorting Truck
- 1—UNIPRESS Marking-in Table
- 1—UNIPRESS Shirt-Storage Truck
- 1—UNIPRESS Finished Work Shelf Truck

ONLY 3 GIRLS TO RECEIVE, MARK, WASH,
FINISH, SORT AND WRAP
2400 REGULAR and SPORT Shirts per week

HERE IS THE BUY OF THE YEAR! Now you can install the volume-building money-making UNIPRESS 3 Girl Economy Shirt Laundry with less money. You make big savings because the famous UNIPRESS 2 Girl 3 Press Shirt Unit is the heart of the laundry. With only 3 heavy duty long life presses, you completely machine iron 30 or more high quality finish shirts per hour per operator. You save the price of a separate yoke press. You save floor space and steps.

PAYS FOR ITSELF QUICKLY! Big profits from the UNIPRESS Economy Shirt Laundry pay back the original investment quickly . . . plus large dividends. You make money on laundered shirts and the additional dry cleaning business that shirt customers bring in.

IRONS ALL REGULAR AND SPORT SHIRTS! The UNIPRESS Economy Shirt Laundry takes care of all shirts.

INVESTIGATE THE UNIPRESS ECONOMY SHIRT LAUNDRY TODAY!

Manufacturers of Laundry Power Presses and Equipment

The **UNIPRESS**

- 2 GIRL SHIRT UNITS
- 3 & 4 GIRL SHIRT UNITS
- WEARING APPAREL UNITS
- ROTOMATIC UNITS
- OVERALL UNITS
- LINEN SUPPLY UNITS

2800 LYNDALE AVENUE SOUTH
MINNEAPOLIS

Amusement Equipment Company
Company

Distributors in All Principal
Cities in the United States,
Canada and Foreign Countries



HAND-PAINTED NECKTIES like one held by W. F. Hunter, route supervisor, are worn by all Cook routemen. Rug swatches on wall were used for route meeting about rug special.

CALL ASSIGNMENTS PROSPECTS		Route	Date
Name and Address		Report	
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
SIGNED. Routeman			

ROUTEMEN'S REPORT for day is given on simple form.

to sell a special service or monthly special; OT = order taken; NOT = order not taken; NC = new customer order taken; CB = come-back call or complaint; NH = not home.

According to Mr. Hunter, a study of these daily reports gives a very good idea of how hard a routeman is working and how much benefit he is deriving from the training program. Any routeman reporting trouble in selling a service or trouble with an account is immediately given assistance.

After this program had been in effect one year, store volume was above \$1,200, while the eight routes were bringing in \$4,100, only \$200 under the \$4,300 goal.

Formerly Cook's route promotion consisted of holding contests for new customers. While 500 or 1,000 new accounts might be added, because Cook's price is higher than the average few of them were held.

"We failed," Mr. Hunter said, "because we did not build in our routemen the urge to go back after the new account and keep on selling our service."

"Our routemen get \$15 a week and 12½ percent on what they bring in, paid on delivery. If we can help a routeman sell special services and thereby gain new accounts and build his volume we have shown him how

H. J. COOK CO. ROUTEMEN'S MANUAL

Sections 1-7—Work Done in the Plant

Sections 8-12—Work Done Outside

1. GENERAL INFORMATION, USUAL ARTICLES TO BE CLEANED

Description of drycleaning process, inspection, stain removal, minor repairs.

Price list for ladies' and men's work.

2. REDYEING OF ARTICLES

Problems and limitations: stripping, sunburn, linings, belts, buttons, sequins and trimmings, stains, perspiration, shrinkage, scorch, remodeled garments, prints or printed materials, white woolen garments, miscellaneous, color selection.

Chart of sample colors; recommendations on selection of colors to cover.

Price list.

3. REPAIRS AND ALTERATIONS

Reminder to sell where opportunity.

Price list.

4. HOUSEHOLD ARTICLES

Which should be drycleaned, which sent out to be handled like curtains.

Process used in cleaning and disinfecting pillows.

Price list.

5. MOTHPROOFING

Description of process.

Procedure when customer wants guarantee.

Availability of mothproof bags.

Prices.

Descriptive folder from manufacturer of mothproof compound used.

6. WATER REPELLING

Distinction between water repellency and waterproofing.

Prices.

7. MISCELLANEOUS ARTICLES

Lampshades, toys, purses, ladies' hats, rubberized items.

Warnings on drycleaning rubber, glued lampshades, ladies' hats.

Prices not to be quoted.

8. REWEAVING OF GARMENTS

Work taken subject to later quotation on price and service.

Reminder to get customer's name, address, phone number.

9. RUGS

Price list for sizes and types of rugs, also pads.

Repair charges to be referred to rug cleaners.

10. FURNITURE

Prices not to be quoted until charge to company ascertained.

11. CURTAINS

Prices not to be quoted until charge to company ascertained.

Warnings about fragility of curtains, effects of sunlight, atmospheric gases, shrinkage in wetcleaning, difficult finishing.

12. LEATHER GOODS

Procedures in leather processing: prespotting, refatting, cleaning, inspection, heat-pressing, brushing, redyeing, heat-pressing and brushing, reinspection.

Price list.

SALES MANUAL CONTENTS summarized; actually goes into much detail

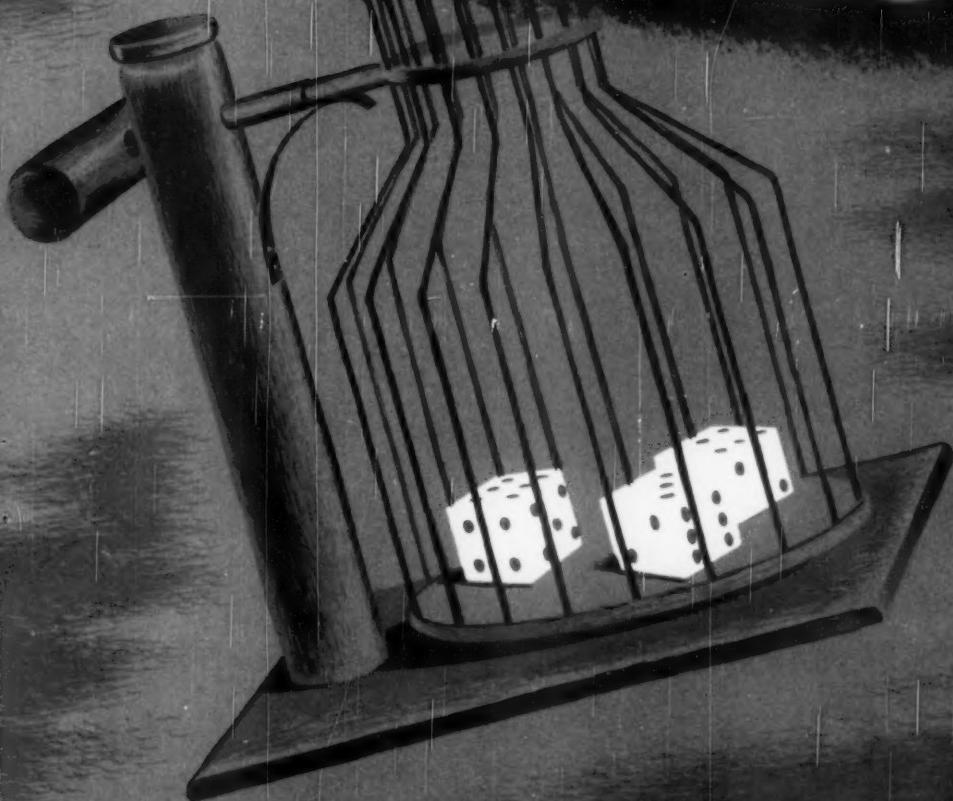
to make more money regularly month after month. On a \$500 volume our men make \$77.50 per week.

"Our training job is one of showing each routeman how to sell more, and so how to make more money. When we do this we make him want to sell." ♦ ♦

Don't Gamble

with customer satisfaction

insist on



only



the outstanding sales-storage bag gives you

3 WAYS BETTER!



BEAUTIFUL APPEARANCE

Two styles: deluxe style featuring new design that closely resembles expensive tweed fabric; standard style in genuine cedar grain finish. Beautiful in any closet.

PATENTED-TRANSPARENT FADE-PROOF WINDOW

Excludes light — prevents fading — permits easy identification of contents — stays in place, and conforms to shape of bag. No other storage bags have this feature.

DOUBLE-SEALED

Double reinforced lock seal top adds strength and stability, and is positive assurance against moth entry. Double sealed gummed tape bottoms.

GREATER POPULAR DEMAND

Moth Seal is backed by more national advertising than all other storage bags combined. It is first in popularity.

ORDER NOW FOR NEXT SEASON'S SALES

Moth Seal Garment Storage Bags in Cedar Grain and Tweed Fabric Finish

Leading Dry Cleaners and Launderers all over the United States prefer Moth Seal as part of their standard service. Our output has been accelerated to meet the ever-increasing demand for Moth Seal. Additional cleaning and profits are yours if you promote Moth Seal service regularly. You can assure yourself of good delivery service by placing your order today!

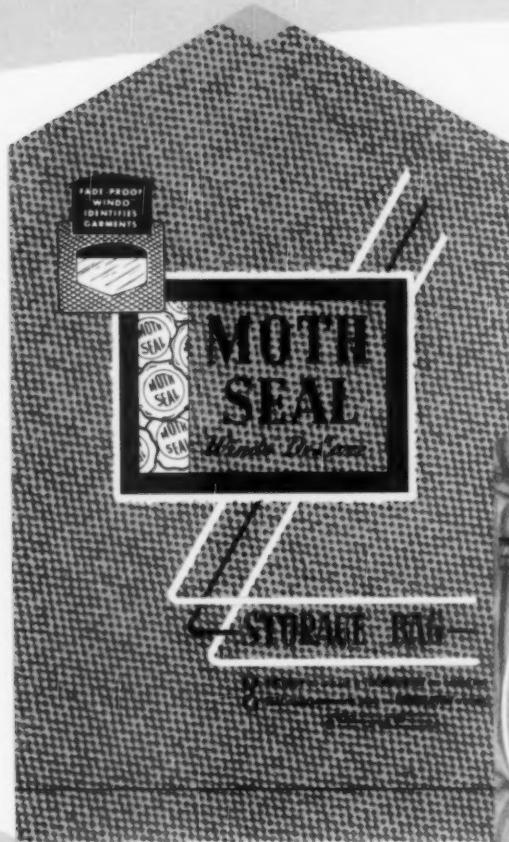
Moth Seal Double Protection is Selling More Cleaning

1. Thorough dry cleaning destroys all stages of moth infestation.
2. Sealing cleaned and demothed garments in genuine Moth Seal bags immediately after cleaning protects them from moth damage until the bag is opened.

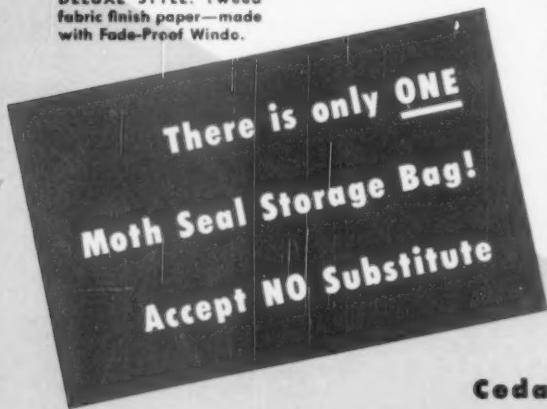
FREE SAMPLES
WRITE TODAY!

LINCOLN BAG COMPANY, INC.
4200 WEST SCHUBERT AVENUE • CHICAGO 39, ILL.

promoting paper, all these advantages



DELUXE STYLE: Tweed
fabric finish paper—made
with Fade-Proof Windo.



LASTING BEAUTY
AND PERFORMANCE

TOUGH, HEAVY, SUPERIOR
CONSTRUCTION

IMMEDIATE CUSTOMER
ACCEPTANCE

ECONOMICAL
PROTECTION



STANDARD STYLE:
Cedar grain paper—
made without Windo.

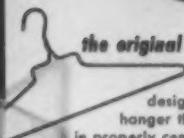
Cedar Grain and Tweed Fabric Finish

Para-Lux Packaging

Builds More Business!

the original square top wire garment hanger

The stronger, specially designed square top wire hanger that anchors the garment in properly centered position, protects careful finishing, helps retain proper shape at all times.



Die cut from fine quality heavyweight fibre board, holds 1 to 12 neckties by tension.



Protective cover for Ti-Rak, of fine quality, heavy white kraft with 3-color printing effect.



Locks securely in place over the hanger hook to hold belts or neckties firmly in place without pins.

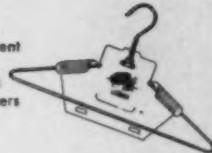


the collar support that "stays put"

Remarkable new collar support is quickly inserted inside the collar band to remain in positive, 4-way locked position. Unique design allows faster insertion and greater operator output.



A new invention in garment hanger shields that eliminates hanger covers and tissue paper wrappers and pins.



Full size in snow white, clay coated board; slotted ends fit all standard size wire hangers. For better trouser and drapery delivery.



Makes it easy to separate garments on racks, either alphabetically or numerically. Hang on racks just like garment hangers. Tough and durable.



Teamed
to serve
you better

PARA-LUX PRODUCTS COMPANY

LINCOLN BAG COMPANY, INC.

4158-4200 WEST SCHUBERT AVENUE, CHICAGO 39, ILLINOIS

YOUR BAILEE INSURANCE IMPROVES

How Cleaners Provided Their Own Insurance When Existing Companies Weren't Interested

by J. R. O'HANLON

Manager, National Indemnity Exchange, National Fire Insurance Exchange

WHEN the first burglary and theft policy was written, effective December 1, 1919, for the George Gaubatz Cleaning and Dyeing Company of St. Louis, an entirely new plan of underwriting was established. While the fire coverage was written under a separate policy in the original exchange, Gaubatz then had the first insurance ever written covering customers' property from pickup to delivery against loss by fire, burglary and theft.

The fact that this plan of complete bailee insurance coverage was originated by the drycleaners' exchanges is known even to few drycleaners.

To trace the development of the bailee policy, it is necessary to go back almost 40 years. The National Association of Dyers and Cleaners had been established and with the cooperative exchange of ideas and cleaning methods by the members, the industry began to expand.

In those days, naphtha and automobile gasoline were the most commonly used solvents. Fire and explosions causing injury and death to employees, damage to plants and destruction of customers' property were considered routine hazards of the cleaning business.

As the volume of customers' property coming into the plants increased, it became evident to the leaders in the Association that the lack of suitable insurance protection would seriously hamper the growth of the drycleaning business.

Because of unprofitable loss experience, many underwriters would not insure a drycleaning plant. It was possible to secure fire insurance from some companies at high rates but only in small amounts and in most cases with co-insurance. When insurance on customers' garments was written, it was included with machinery and other contents. With only a few thousand dollars insurance and often a large amount of clothing on hand, in addition to equipment, the cleaner who had a fire was forced to stand most of the loss himself.

Insurance protection became the chief subject of discussion at meetings and conventions. In 1912 a committee was appointed by the National Association of Dyers and Cleaners to contact underwriters and try to work out some plan by which the drycleaner could secure protection. For two years this committee searched diligently with little success. One lone underwriter appeared interested, but when he learned that customers' garments were to be included, he, too, turned them down. The general opinion of the underwriters was that the cleaner could not afford to pay the premium they would have to charge to give him the protection he really needed.

The report of this committee brought the matter to a climax. At the 1915 convention, the National Association voted unanimously to establish its own insurance organization.

With little insurance experience but a thorough knowledge of the needs of the industry and its hazards, a new plan of underwriting was devised. Reversing

the old plan of writing only small policies, the drycleaners' exchange required each policyholder to carry sufficient fire insurance to fully protect his customers in case of a total loss. A limit of 20 times the retail cleaning charge was placed on customers' goods, and coverage while in transit was included.

This plan was a complete success, but as time went on an acute need for burglary and theft insurance developed. Here, too, it was practically impossible to obtain satisfactory coverage. Those policies which were obtainable contained the legal liability clause. This meant that when a loss occurred the insurance company frequently decided that there was no legal liability and the cleaner was forced to pay the loss himself.

To remedy this situation, in 1919 the drycleaners organized a second exchange to write burglary and theft insurance. An annual premium policy was written, for amounts based on the volume of business, covering customers' goods against loss by theft or burglary to the limit of 20 times the retail cleaning charge while in the plant or branch stores or in transit. This policy also contained coverage on cash to eliminate the necessity of carrying several burglary and theft policies.

The practice of writing the coverage under two policies was continued for several years as the insurance laws of the various states did not permit fire and burglary insurance to be written by one company or exchange.

However, bailee insurance was later classified as marine insurance. Taking advantage of this ruling, in 1924 the fire, burglary and theft coverages were combined under one policy in the National Indemnity Exchange. At the same time, the premium plan was changed from an annual to a monthly reporting basis.

Twenty times the retail cleaning charge had become the established limit for the payment of customers' claims. It had even been fixed as the legal limit of a cleaner's liability by the legislature of one state. The Exchange realized the value to the industry of a fixed claim limit. However, because of the confusion caused by a wide variation in cleaning prices throughout the country, in 1929 the Exchange eliminated the "times" limit and wrote the first policy covering customers' goods for actual cash value.

No major changes have since been made in the general plan. But from time to time, as experience dictated the need, new coverages were added until almost every insurable hazard is now included in the Comprehensive Customers' Policy issued by the National Indemnity Exchange. The average premium rate has been reduced to less than one-half that charged on the original policies.

The value of bailee insurance to the drycleaning and other industries having a similar risk cannot be estimated. That a group of drycleaners could and did originate and successfully continue a new, and now widely used, plan of insurance coverage is a glowing tribute to necessity—the mother of invention. # #

Whatever Your System . . .
YOU'LL CLEAN UP WITH



W-L

CALED'S DRY CLEANING "SOAP OF THE YEAR"

Long run or short run . . . whatever the weight . . . whatever your system . . . no matter how stiff the competition, you'll clean up consistently with W-L.

RESULTS YOU CAN SEE--AND COUNT

You'll see the results as soon as you lift the load. Every load will come out uniformly clean, whether it is made up of one or many different materials. Hard, soft or fancy woolens, sweaters, silks, pastels or even raincoats may be included in the load.

All will come out sparkling clean, because W-L removes all soil from all fabrics . . . FAST.

You'll COUNT the results in lower costs, increased profits and more satisfied customers.

LOWEST COST PER POUND

W-L has an unequalled record for soap economy. You use only $\frac{1}{6}$ oz. per pound . . . only 10 oz. per 80 lbs.

**PERFECT FOR
ANY SYSTEM**

No Flash Solvents

W-L is All "Active"

There's a Caled Product For
Every Dry Cleaning Operation



CALED
PRODUCTS CO., Inc.
BRENTWOOD MARYLAND

Consider "WHAT'S LEFT"

and you'll decide "WHAT'S RIGHT"



HOFFMAN

Stoddard Solvent Units for
Low-Cost Petroleum Drycleaning

**Complete Units for Loads from
35 to 200 Pounds**

Balanced units, including all wiring and piping, for hook-up in your plant. For use in any commercial establishment, Hoffman also builds famous 140-F units for safety petroleum solvent operation.



Big dollar volume is only part of the story. How much you have left for yourself is the real test of a successful drycleaning operation. You can clean more pounds per day—at greater profit—with Hoffman Stoddard petroleum solvent units for lowest dollar investment, for lowest operation cost. Make the right decision for your new or present location—ask your Hoffman representative for full details on Stoddard Unit plans today.

TOPS IN VALUE

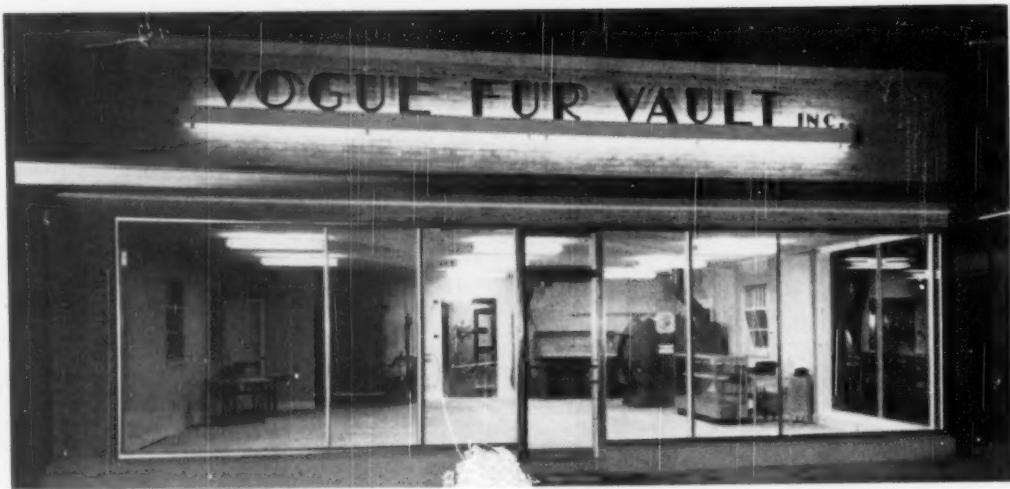
... SINCE 1905



U. S. HOFFMAN MACHINERY CORP.

Hoffman

105 FOURTH AVENUE, NEW YORK 3, N. Y.



NIGHT LIGHTING SHOWS EQUIPMENT of Vogue Fur Vault, Inc., LaFayette, Indiana, behind full glass front

NEW FUR VAULT THRIVES

Personal Selling and Service Add Up to Success

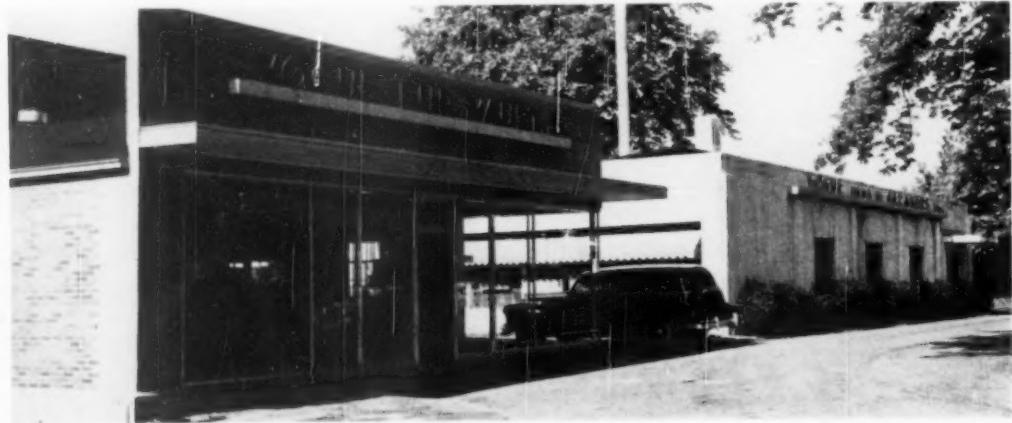
by LOU BELLEW

"WE made the vault too small" might be a standard theme for almost any story about a successful storage installation. When the Vogue Fur Vault, Inc., was opened in LaFayette, Indiana, in May of 1949, the capacity of 5,000 garments was thought more than ample. Less than a year later it was necessary to add extra racks to accommodate another 2,500 garments.

The success of the Vogue vault was due to a number of factors, not the least the personality and enthusiasm of the operators, Jack Vaughan and his wife, Jeanne Wil-

son. Another was the well-established reputation of the Vogue Drive-in Cleaners, the cleaning firm operated by Kurley Everett, the Vaughans' partner in the fur business.

The fur concern is housed in a 60-by-35-foot glass-fronted brick building next door to the cleaning plant, in a semi-residential neighborhood. About half the depth of the building is taken up by the vault, which is 35 by 34 feet. The ceiling is 19½ feet high, allowing space for four tiers of racks. Vault walls are 12 inches of solid brick, with floor and ceiling of 8-inch reinforced



VAULT SHARES DRIVE-IN area, 40-foot-wide concrete, with adjoining Vogue Drive-in Cleaners, owned by vault partner. De luxe panel truck parked between buildings is lettered only "Vogue Fur Vault, Inc."

the all-important

extra



it's an apple, to teacher...

**it's MONITE Guaranteed Mothproofing
to your value-wise customers.**

MONITE is the invaluable extra service you offer them at no extra cost. People just naturally love **extras**. That's why extras... like the apple, like MONITE... are extra smart moves. They help you make the grade... in school or business!

Do you know actually how little it costs to mothproof with MONITE?
Only 1½ cents per garment!

*Applied in the wheel... no extra labor
or equipment required.*

ADCO, INC.



SEDALIA, MO.

Manufacturing chemists since 1908

steel and concrete. The ceiling is faced with a 2-inch vapor seal, above it are the 8 inches of concrete, then 2 inches of foam glass, four layers of tar paper, a layer of asphalt and, topping it all, a 2-inch layer of gravel.

The combination store and workroom at the front has all the modern equipment needed for a complete fur cleaning, repairing and remodeling service. The all-glass front provides customers and passersby with a perpetual display of the equipment and the furrier and finisher at work.

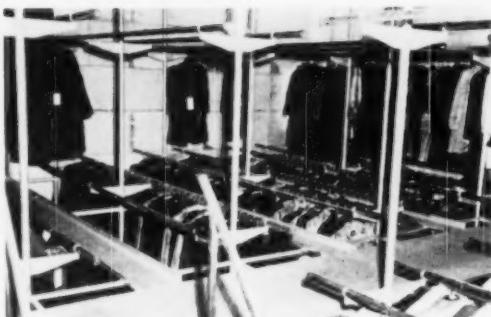
The Vaughans, the woman furrier and the finisher make up the entire staff of the plant. Jeanne handles the counter and Jack does the fur cleaning, makes pickups and deliveries. During peak seasons, routemen from the Vogue cleaning plant next door help out.

Newspaper advertising stresses several special features of the service, in addition to the usual emphasis on modern equipment and safety. Attention is called to the qualifications of Sera Shera, a woman furrier with 25 years of experience and a graduate of the best known fur schools in New York City. An interesting point is that the name of Sera Shera has been registered as a trademark.

The Vogue advertising emphasizes that all garments are stored on the premises and that customers can, therefore, take out their coats immediately without previous notice or waiting. Customers are also invited to come in and inspect the vault at any time.

As LaFayette is the site of Purdue University, a special appeal is made to college students for storage of woolen suits and overcoats over the summer. Considerable storage is thus picked up from the undergrads who are saved the trouble of lugging their winter clothes home over the summer vacation.

The secret of Vogue's success lies in no small part in the close personal contact with all customers made possible by the small organization and the nature of the



INTERIOR VIEW of modern controlled-humidity vault

owners' jobs. Since Jack both picks up the work and processes it, the customer is assured of more attention to her specific instructions than she'd get through the average routeman. Jack just doesn't have anyone to pass the buck to in case he makes a mistake—so mistakes seldom happen.

Jeanne, who sees every customer who comes into the plant, has a wonderful faculty for remembering names. This gift is even more valuable as a selling qualification than her glamorous background. A champion swimmer, she is the holder of 11 records and was a member of the 1948 U. S. Olympic swimming team. Her husband is also well known as a former college athlete.

Both the Vaughans are extremely popular in the community. Their attractive personalities and close contact with customers, backing up the first-class installation and services, had a lot to do with overcrowding the Vogue vault capacity in less than a year. # #



WAITING AND FITTING ROOM is in rug-covered section at front of workroom-store. Future plans call for pull drapes to close off window and counter side of this section for more privacy during fittings.

Shower-pruf

the invisible umbrella!

It's marvelous...it's Adco magic!

It surrounds each tiny fiber of the fabric
with an invisible protective film
which renew's water repellency and
makes ordinary garments soil
and stain resistant. Never alters color,
texture; keeps clothes fresher,
cleaner longer; guards against
shrinkage. Adco's invisible
umbrella...Shower-pruf!



ADCO, INC., Sedalia, Mo., U.S.A.

McGroth





POSTERS IN WINDOWS of Paris Cleaners branch stores promote question contest. Owner Ray Vermeers points out value of first prize.



STORE DISPLAYS also publicized contest, with salesgirls explaining blanks to all customers

GIFTS FROM PARIS

Contest Both Wins Customers and "Educates" By Questions on Cleaning-Plant Operations

SOME people have a knack of working up clever advertising stunts; others can take a planned program and carry it through successfully. Ray Vermeers, owner of Paris Cleaners & Fur Storage, Spokane, Washington, is doubly fortunate in combining both talents.

A recent example of Mr. Vermeers' successful promotion was a "Gifts from Paris" contest, which ran for four months with a separate guessing contest for each month. The prizes awarded, costing around \$300 per month, were:

A \$100 suit, coat or dress, with five free cleanings of any garment or the equivalent in storage

A \$50 suit, coat or dress, with five free cleanings or equivalent

A \$25 hat, slacks or jacket, with three free cleanings or equivalent

A \$15 hat, slacks or jacket, plus two free cleanings or equivalent

Gift certificates, for anything drycleanable, of \$12.50, \$10, \$7.50, \$3.50 and \$2.50

Free cleaning coupons to the next 15 winners

The contest questions for the four months were:

How many articles will Paris clean during February?

How many gallons of cleaning solvent will Paris filter, crystal clear, during the month of March 1950?

How many cubic feet of air will Paris filter during April to remove solvent fumes from your garments?

How many square feet of drapes will Paris clean in May?

The prizes were to be selected by the winners at any of Spokane's eight leading stores.

Note that the second and third questions also served to remind the contestants of the care taken by Paris in drycleaning their garments.

The contest blanks also included hints to help the

contestants to arrive at a fairly reasonable estimate. For example, on the solvent-filtering question, the blank noted that Paris had four filters, giving a total of 6,600 gallons of crystal-clear solvent per hour.

No mention of the contest was made over the radio or in the local newspapers. Entry blanks were distributed by Paris's five routemen and at the firm's eight stores. Each store had a lobby display and window signs telling about the contest, and after the first month posters were added showing pictures of the previous winners.

During the four months, the routemen and branch stores gave out a total of 23,000 entry blanks. Over 10,000 forms were filled in and returned, an excellent 40-plus percentage.

The contest achieved a substantial gain in both route and store customers. A valuable result was the goodwill gained with the city's big department stores. According to Mr. Vermeers, new accounts obtained at the apparel stores both from individuals and from departments were alone easily worth the cost of the promotion. **



SECOND PRIZE WINNER of April contest, an armored-car driver, selects \$50 suit at large Spokane store

texture like this

texture like new after countless cleanings!

400's famed 'Food for Fabrics' ingredient does
it . . . revitalizes, restores natural
life-giving oils while it cleans. Brings
the new look back to every garment!

- 1 400's patented 'Food for Fabrics' ingredient restores vital natural oils to every type of texture.
- 2 400's maximum efficiency means minimum labor costs...less spotting, finishing, wet cleaning time.
- 3 400's wide 'margin for error' lets inexperienced help do expert cleaning.
- 4 400's planned moisture control insures perfect cleaning...any climate, any time.

400

LIQUID DRY CLEANER

Adco Inc., Sedalia, Mo. • Manufacturing Chemists Since 1908

Your Complete

Compact American 3-Girl Shirt Laundry Produces 2000 Customer-Pleasing Shirts Per Week

In selecting your shirt laundry, remember—the reason men send shirts out is to get a top-notch, professional Laundry job. That means the washer you use must wash really clean, as well as fast. Your shirt ironing equipment must give shirts that "smart, professional look" . . . iron the bosom last, to preserve the smooth machine-

finish on this most important part of the shirt.

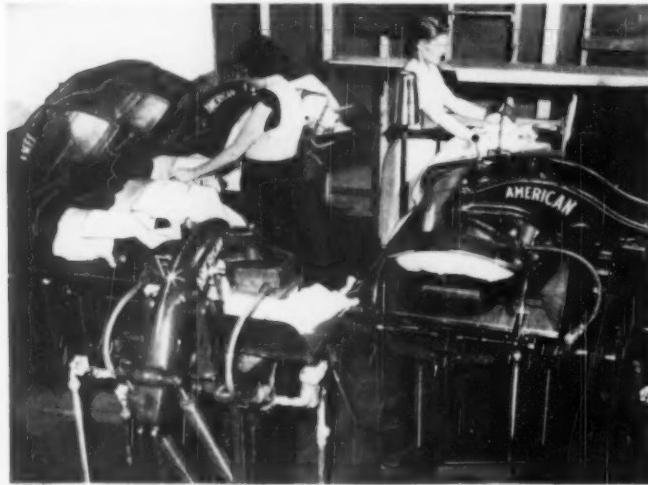
That's why the American 3-Girl Shirt Laundry is the choice of cleaners who know. Check its simple operation. See why its quality-producing machines will give you shirts that win customers fast.

SMOOTH, BALANCED OPERATION

Operator No. 1 marks in soiled shirts, washes and starches them in 22x25" CASCADE End-Loading Washer. She extracts washed shirts in 17" MONEX, also wraps bundles of finished shirts, ready for customer. Other 2 operators beautifully machine-iron shirts on the American

2-OPERATOR MACHINE-FINISH Shirt Unit.

You produce 2000 and MORE beautifully laundered shirts per 40-hour week . . . greatly increase your dollar volume and profits. You attract new dry cleaning customers, make more profit on your cleaning business.



American 2-OPERATOR MACHINE-FINISH Shirt Unit. Completely machine-irons every portion of every shirt. Irons shirt bosom last, just before folding. Operators' duties clearly defined, easy to learn. One girl presses sleeves, folds and sorts ironed shirts. Other girl presses collar and cuffs, yoke, body and front. Balanced duties assure fast, steady flow of shirts, right from start. 2 girls produce 50 and MORE quality-ironed shirts per hour.

Everywhere, cleaners are increasing their earnings and winning new dry cleaning customers with the American 3-Girl Shirt Laundry. Boost YOUR profits. WRITE TODAY for full information.

DRY CLEANING DIVISION

The

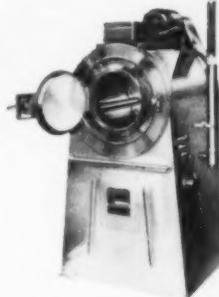
AMERICAN
LAUNDRY MACHINERY CO.

CINCINNATI 12, OHIO

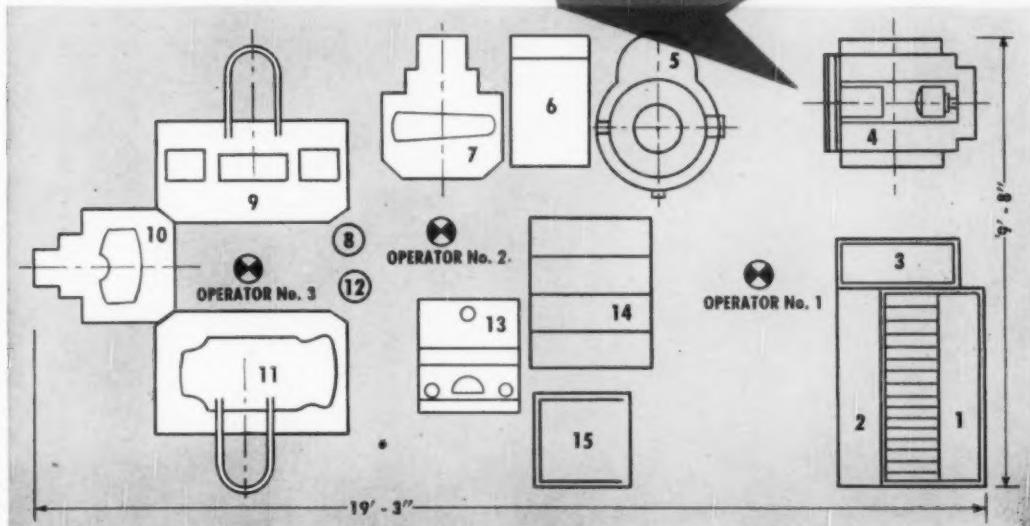


Shirt Laundry!

22x25" CASCADE End-Loading Washer. Another outstanding CASCADE, famous for through-and-through washing action that gets shirts clean fast, economically. Monel metal tub, cylinder and enclosed frame. Forged Steel Gudgeon with Dual Tapered Roller Bearings. Top-mounted motor and Automatic Reversing Controller. V-belt drive. 25 lbs. dry wt. capacity.



17" MONEX Extractor. Sturdy, compact; assures fast, maximum water removal. Simple and economical to operate. Monel metal curb and basket. Automatic Safety Cover; Automatic Spindle-Oiling Device. V-belt motor-driven, push-button operated. 20 lbs. dry wt. capacity.



1.—Storage Hopper; 2.—Marking Table; 3.—Storage Box; 4.—22x25" CASCADE End-Loading Washer; 5.—17" MONEX Extractor; 6.—Damp Work Box; 7.—#113-A SUPER-ZARMOETTE Sleeve Press; 8.—Revolving Shirt Rack; 9.—#33-7 SUPER-ZARMO Collar & Cuff Press; 10.—#111-A SUPER-ZARMOETTE Yoke Press; 11.—#40-C SUPER-ZARMO Front & Body Press; 12.—Collar Form; 13.—Shirt Folder; 14.—Sorting Bins; 15.—Wrapping Table.



EFFECT OF LIGHT filtering through translucent rear partition is shown in exterior night view of Cambridge store. Fur storage sign is silhouetted on partition.

EASY TO MAINTAIN

Translucent Glass Keeps Its Looks As Rear Partition of Plant Store

by JOHN J. DUNN

A STORE that would wear well was the first requirement of Henry J. Shea when he began planning a new call office for Shea Dry Cleaners in Cambridge, Massachusetts. In traveling around the country he had found that a number of call offices which looked bright and sparkling on opening day tended to become a little shabby with time and traffic.

He felt this deterioration frequently arose from the difficulty of retaining the "new" appearance of the materials used for the interior fittings.

With easy maintenance in view, the dominant feature of the Shea store is a rear partition of translucent glass panels. Four fluorescent tubes near the ceiling just behind the partition light up this entire wall. In the



OPENING IN PARTITION gives marker-clerks view of long counter in store. This picture, taken after storage season, shows quick service advertised on translucent rear wall.

IF YOU NEED IT

**HEADQUARTERS
FOR THESE
APPROVED PRODUCTS**

STEAMTITE CONNECTORS
BISHOP SORTING REELS
BOWSER PUMPS
CALED SPECIALTIES
CISSELL STEAM IRONS
COLORFIXE
DAVIES-YOUNG PRODUCTS
DRYCO SPRAY GUNS
GLOVER SPOTTING BOARDS
KIRK'S LEATHER DYES
PITTSBURGH MARKING TAGS
PRE-MARKED STRIP TAGS
REMO GARMENT CLIPS
RSR AND TAKALAB
PURKETT ASSEMBLY REELS
RESILLO PADS
JANET TIE PRESS
LUSTERSUDS
STREET PRODUCTS
VALETOR EQUIPMENT
HOPKINS ADJUSTIT
TIME-SAVER SPEED RAIL
ROOT GARMENT BAGGER
DUPONT PERCLENE
KLEENAP SOAP
JOHNSON DRAX
LINCOLN BAGS
NEWHOUSE PRODUCTS
OBLITO STAIN REMOVER
"O" SPOTTER
MASTERBUILT BRUSHES
THERMOTEX COVERS
WILSON STAIN REMOVERS

WE'VE GOT IT!

Whatever you need to improve quality and reduce costs—just call on Kohnstamm, the leading name in the laundry and cleaning industry. We can supply you with any one or all of hundreds of useful items—from sleeve formers to dryers, and from pads to pumps.

Send for Catalog



H. Kohnstamm & co., inc.

89 PARK PLACE, NEW YORK 7
11-13 E. ILLINOIS ST., CHICAGO 11
4735 DISTRICT BLVD., LOS ANGELES 11
FOREMOST MANUFACTURER AND DISTRIBUTOR



ATLANTA • BALTIMORE • BOSTON • BUFFALO • CINCINNATI • CLEVELAND
COLORADO • DALLAS • DENVER • DIXONSBURG • HOUSTON
INDIANAPOLIS • JACKSBORO • KANSAS CITY, MO. • MEMPHIS
MINNEAPOLIS • NEW ORLEANS • OMAHA • PHILADELPHIA
PIERRE • PORTLAND • SAN ANTONIO • SAN FRANCISCO • WATERTOWN

OF QUALITY LAUNDRY AND CLEANING SUPPLIES



PRESENT PLANT CALL OFFICE at right. Former store at left now houses fur cleaning and repair. Roof is used for large billboard display

store itself illumination is supplied by spotlights alone. Cardboard signs and cut-out figures are silhouetted against this background.

The glass panels are both attractive and practical. The maintenance problem, Mr. Shea pointed out, is almost nonexistent. Cleaned now and then with a damp cloth, the glass will retain its appearance almost indefinitely.

Translucent glass is made by fixing one surface with some type of pattern or stippling which will diffuse the light rays. Different patterns which diffuse various degrees of light are designed to meet particular needs. Often the surface glaze is removed by sand blasting or acid etching. The result is a greater diffusion of light and the typical "frosted" appearance. Flat-pattern glass is usually $\frac{1}{8}$ or $\frac{7}{32}$ inch thick.

Because the partition was included in the contractor's bid for the entire Shea plant addition, it would be difficult to isolate the cost of the glass alone. The price varies both by type and by section of the country. From the manufacturer the cheapest flat translucent glass runs to about 40 cents a square foot. The patterned glass used in the Shea panels has a wavy surface which is stippled and sand-blasted.

Corrugated structural glass was considered for the panels but the idea was abandoned because of the cost and the excessive weight. Corrugated structural glass—as contrasted to flat glass in which one surface is fluted or marked—is rolled so that the sheet itself forms regular humps and valleys. The corrugation plus a $\frac{3}{8}$ -inch thickness forms an especially strong glass which may be used in large sheets with minimum support. Designers frequently turn to this type of material for rather extensive walls without the crisscross of supporting members or mortar joints. The manufacturer sells corrugated glass at about \$1.65 a square foot. Purchased through a glazier who will cut and install the glass, the material costs from \$2.50 to \$2.75 a square foot.

Corrugated glass has been used effectively in the drycleaning industry. For example, one plantowner in the Middle West has a wall of frosted structural glass at one side of his storage-vault door. Blue fluorescent back lighting bathes the call office in an icy glow, suggestive of cold storage.

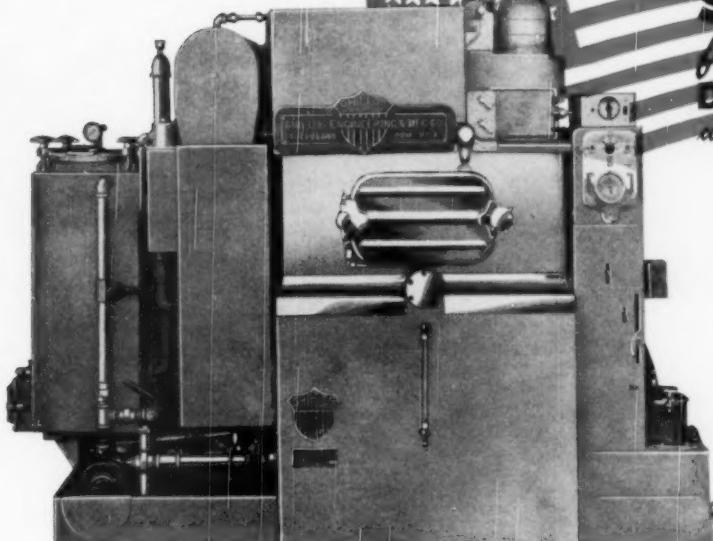
The customer lobby of the Shea call office is 60 feet wide and 19 feet deep. The old store at one end is now used for fur cleaning and repair. The ceiling and one side wall are painted a soft yellow. Gray paint on the opposite wall appears to shorten the width of the room. The only advertisements behind the wide front windows are miniature mannequins or three-dimensional displays mounted on low tables.

The former plant store had a small canopy over the door and a couple of large windows at either side. The outlet had an excellent location, but Mr. Shea reports many people passed it over as "just a factory entrance." In less than a year the new office has more than doubled the sales rung up at the store next door. Mr. Shea feels he has made a good investment. Moreover, he is convinced his store is going to wear like iron—or glass. # #



THREE-DIMENSIONAL DISPLAYS, like one owner Henry J. Shea poses with, are used instead of ordinary posters. Figures are paper compound

BE PREPARED! MAINTAIN PRODUCTION WITH



SHIELDS *fully automatic* **DRY CLEANER** *with less manpower*

Here is the answer to tight labor situations.—

Fully Automatic Perchlor Unit Washes — Drains — Filters — Extracts — Recovers — and Dries in one Continuous Operation.

Garments go in dry and are taken out dry,—a labor and time saving feature that means Great Efficiency, Capacity and Profits.

TESTED AND PROVED BY LEADING DRY CLEANERS YOU CAN BE SURE THAT THE R-51 AUTOMATIC SHIELDS CHAMPION IS THE BEST SYNTHETIC UNIT FOR YOU.

CHECK THESE ADVANTAGEOUS FEATURES

50-pound load capacity—

40-minute cycle, with Recovery—

1800 GPH filter—continuous filtration—

40-GPH distillation—

Reserve tank to supply solvent for rinsing or balancing solvent in system—

Monel metal washer, cylinder and condenser—with bronze fittings—

Vibration-proof construction throughout unit—

2½" dump valve—

Soap injector to uniformly emulsify solvent and soap—

Economical fool-proof operation—

All parts of machine easily accessible—

Rugged, compact drive mechanism operates quietly under critical load conditions—

A PRIZE PACKAGE delivered completely assembled—

Dimensions 34" x 88" x 78" high permit entry through 35" door opening.

Write or mail coupon for complete information.

SHIELDS ENGINEERING AND MANUFACTURING CO.

273 E. 156th ST., CLEVELAND 10, OHIO

SHIELDS ENGINEERING & MFG. CO.
272 E. 156th ST., CLEVELAND 10, OHIO

Gentlemen:

Please send full information about the SHIELDS AUTOMATIC DRY CLEANER.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____

STATE _____

SPEED SPOTTING CHART

for removal of GENERAL stains remaining after cleaning

GREASE, OIL AND
WAX OR COLORED
PIGMENT STAINS

1 APPLY ERUSTO
DRY SPOTTER

2 APPLY ERUSTO
OIL, PAINT AND
GREASE REMOVER

RINsing
DRY SIDE

RINSE WITH SOLVENT OR ERUSTO
DRY SPOTTER. FEATHER OUT AND DRY.

DIRECTIONS* If spot is not entirely removed by first step, proceed with treatments in the order in which they are listed. Stop with treatment which completely removes spot and proceed to rinsing.

*Ammonia, strippers, bleaches and full-strength spotters are not safe on all colors and fabrics. Always test first on unexposed portion. Do not rinse with steam after using bleach or stripper.

3 APPLY DILUTE AMMONIA SOLUTION

4 RINSE WITH WATER. APPLY ERUSTICATOR

5 RINSE WITH WATER. APPLY DIGESTOR

6 RINSE WITH WATER. APPLY STRIPPER

7 RINSE WITH WATER. APPLY BLEACH

SWEET STAINS
OR UNKNOWN
SPOTS

1 APPLY STEAM OR
WATER SPRAY

2 APPLY MIXTURE
—1 PART WATER
AND 2 PARTS ERUSTO
OIL, PAINT AND
GREASE REMOVER

RINsing
WET SIDE

RINSE WITH WATER OR STEAM.
FEATHER OUT AND DRY.

Finishing Department



Copies for everyone! Just write to address on this page,
telling how many copies of this chart you can use.

3 BIG HELPS! Erusticator • Erusto Dry Spotter
Erusto Oil, Paint and Grease Remover

PENNSYLVANIA SALT MANUFACTURING CO.

Dry Cleaning and Laundry Products
Widener Building, Philadelphia, Pa.

HANDY INSTRUCTIONS for

Removal of IDENTIFIED stains remaining after cleaning



DIRECTIONS*

Special treatments for each type of stain are shown in areas at right. Start at left of chart and proceed with each successive step, left to right, until stain is removed. Stop with rinse after step which takes out stain.

ERUSTO DRY SPOTTER	ERUSTO OIL, PAINT & GREASE REMOVER	SOLVENT or WATER SPRAY	STEAM or WATER SPRAY	2 PARTS ERUSTO OIL, PAINT & GREASE REMOVER 1 PART WATER	WATER RINSE	DIGESTOR	WATER RINSE	ERUSTICATOR	WATER RINSE	STRIPPER	WATER RINSE	OXIDIZING BLEACH	WATER RINSE	
ALBUMINS—Egg, Meat, Gravy, Milk Products				USE ERUSTO O.P.G.R. & WATER	RINSE	DIGEST	RINSE							
ADHESIVES—Glue, Sizings, etc.														
BEVERAGES—Coffee, Tea, Beer, Liquor, Soft Drinks, etc.			SPRAY	USE ERUSTO O.P.G.R. & WATER	RINSE	DIGEST	RINSE	USE ERUSTICATOR	RINSE	STRIP	RINSE	BLEACH	RINSE	
BLOOD, TANNIN, VOMIT														
COSMETICS—Eyebrow Pencil, Lipstick, Rouge, Nail Polish		USE ERUSTO O.P.G.R.								STRIP	RINSE	BLEACH	RINSE	
FOODS (except Albumins, described above)			SPRAY	USE ERUSTO O.P.G.R. & WATER	RINSE					STRIP	RINSE	BLEACH	RINSE	
FRUIT AND FRUIT JUICES														
GRASS STAINS (also Dyes, Colors and some Inks)				USE ERUSTO O.P.G.R. & WATER	RINSE					STRIP	RINSE	BLEACH	RINSE	
LIGHT GREASE (also Light Oils, Waxes, Paraffin) for HEAVY GREASE see "PITCH"	USE ERUSTO DRY SPOTTER													
INK MEDICINES MUD PERSPIRATION			SPRAY	USE ERUSTO O.P.G.R. & WATER	RINSE			USE ERUSTICATOR	RINSE	STRIP	RINSE	BLEACH	RINSE	
PAINT (also Enamel, Lacquer, Varnish and Shellac) PITCH (also Road Oil, Tar and Asphalt)	USE ERUSTO DRY SPOTTER	USE ERUSTO O.P.G.R.	RINSE											
POLISHES—Furniture, Stove, Shoe, etc.	USE ERUSTO DRY SPOTTER	USE ERUSTO O.P.G.R.								RINSE	STRIP	RINSE	BLEACH	RINSE
RUST								USE ERUSTICATOR	RINSE					
TANNIN VOMIT (See "BEVERAGES" above)														

* Strippers, bleaches and full strength spotters are not safe on all colors or all fabrics. Always test first on unexposed portion.

For extra charts write to:

PENNSYLVANIA SALT MANUFACTURING CO.

Dry Cleaning and Laundry Products
2109 Widener Building, Philadelphia, Pa.





MODERNIZED SECTION of old counter has glass front to display "specials." Curved plywood panel behind counter hides marking table. Posters hanging from ceiling were made possible by opening up center of store.

SHORTY MAKES ELBOW ROOM

Small Plant Solves Rack-Space Problem Caused by Rural Trade

by LOU BELLEW

RURAL customers created a problem of storage-rack space for "Shorty" Anderson, operator of the Mount Pleasant Cleaners in Mount Pleasant, Iowa. Located in a small college town (population 6,000), Shorty has a part-time college-student driver for local pickup and delivery. However, no small part of his business comes from surrounding farms and smaller towns, which means it is brought in on a Saturday and may not be called for until a week or two later.

In business 10 years, Mr. Anderson has seen his volume show some increase every month of that time. But as volume from the rural areas continued to pour in, his store began to fairly burst at the seams for want of storage-rack space. A quality-minded cleaner, Shorty knew it was impossible to deliver an acceptable garment if it had been crowded on the racks after being nicely finished.

The interior of the call office had been either rearranged or redecorated on six occasions, but little change

had been made in the arrangement of the garment racks. Parallel racks, running crossways and taking up the entire center of the 25-by-40-foot room, had a total of 65 feet of space.

As in many old store buildings, the recessed entrance of Mount Pleasant Cleaners is squarely in the center of the 25-foot frontage and is flanked by large single windows. Thus, to change the store front would have been too costly a procedure.

Inside, an L-shaped counter started at one side of the door, ran back into the room, made a right-angle turn about 10 feet from the door and ran across to the far wall—neatly wasting 10 feet of space along each wall.

An extra 10 feet of rack space was made available along the street ends of both walls by tearing out the L-shaped counter and using only a short section of it, at a point about 10 feet back and facing the door. The short section salvaged from the old counter was modernized by rounding off both ends and covering the

Now! VACUUM OPTIONAL

BETTER THAN EVER

the great *Bill Glover*
SPOTTERS' SPOTTING
MACHINE

• POWERFUL VACUUM OPTIONAL—Only \$10.00 extra. Not just a tiny spot of vacuum but a powerful, pulling vacuum over entire spotting section. Wetted areas don't spread. Specify—air or steam vacuum.

• VACUUM ARM—Concentrated pulling power for small stains combined with a tamping area. Specify—air or steam vacuum.

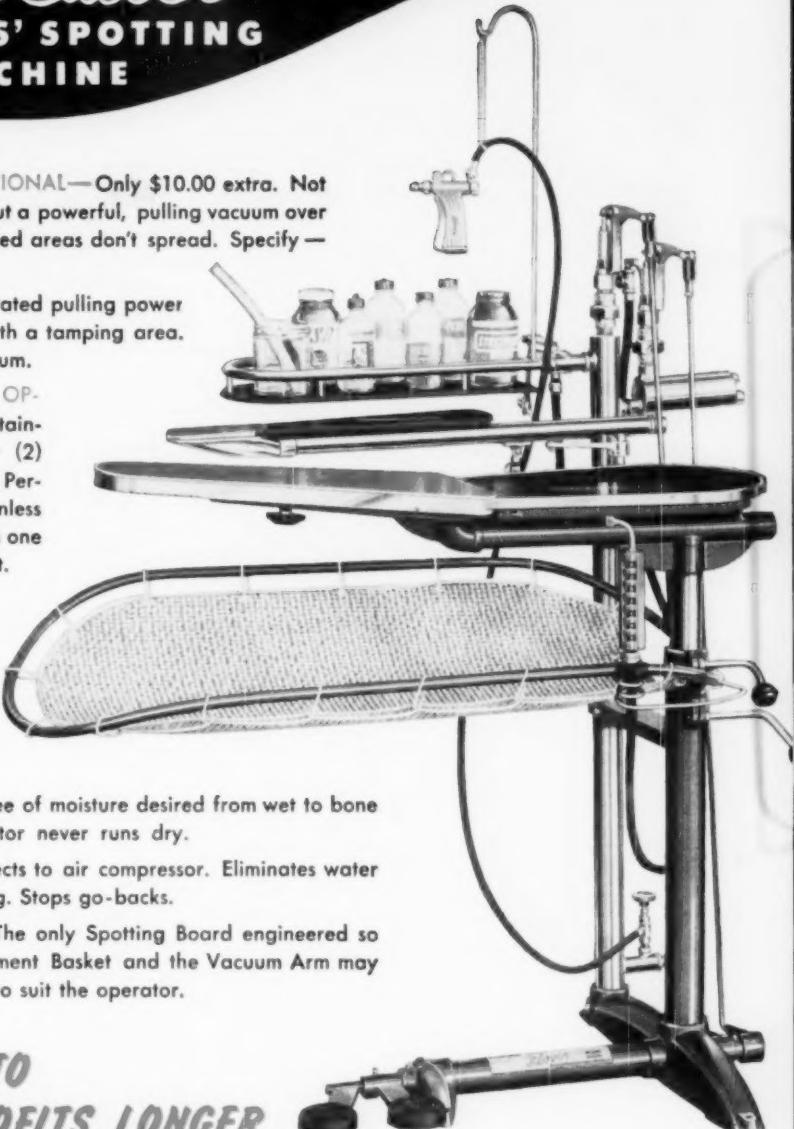
• SPOTTING TOP TO SUIT OPERATOR—(1) Close woven, Stainless Steel Wire Screen, or (2) Combination, Stainless Steel, Perforated top with Solid Stainless Steel Tamping Section down one side. Optional, no extra cost.

• EASY TO SERVICE—Simplex Spotting Valve has screwed-in, replaceable Stainless Steel Valve Seat. No other valve is easier to service.

• PERFECT STEAM CONTROL—Spot with any degree of moisture desired from wet to bone dry. Extra capacity separator never runs dry.

• HOT AIR DRYER—Connects to air compressor. Eliminates water rings and reduces feathering. Stops go-backs.

• ADJUSTABLE HEIGHT—The only Spotting Board engineered so that the Main Board, Garment Basket and the Vacuum Arm may be adjusted independently to suit the operator.



BUILT BETTER TO
PRODUCE PROFITS LONGER

See Your
Jobber Today

Bill Glover
INCORPORATED

5204 TRUMAN ROAD
KANSAS CITY 1, MISSOURI



HIDDEN FROM CUSTOMERS' VIEW by curved panel at end of marking table are table itself, hampers, trouser racks. Shelves on back of panel hold marking supplies.

front and top with linoleum tile. Large glass panes in the front of the counter, with the old wooden shelves replaced by chromed pipe, allowed for a most attractive display of specials.

Swivel casters were fastened to the base of this smaller counter to make it easier to move aside at mopping time. In fact, it moves so easily that it has become a source of entertainment, since anyone leaning against this seemingly immovable counter may discover it quietly rolling away from him.

Next, the cross racks were removed from the center of the room and replaced by single racks along the full length of each wall. These wall racks, plus a few small cross racks, in a 4½-foot recess along one wall, give a total garment-hanging space of 92 feet as against the original 65 feet.

With the center of the store opened up, the marking table was placed about 4 feet behind the counter, forming a sort of "T." To hide the marking clutter, a 5-foot-high curved panel of plywood was built to fit the front end of the table. The same linoleum used on the front of the counter covers the curved panel. Not only does the panel hide the garments awaiting marking-in, but it cuts off the customer's view of the necessary baskets. Shelves on the back of the panel hold most of the marker's odds and ends. Also, a double-tier rack for trousers, directly behind and in line with the marking table, is scarcely noticeable from the front counter.

As a final touch, simple plywood canopies were built over the wall racks. Tubular lights on the underside of these canopies afford a very attractive nighttime display of the finished garments.

Mount Pleasant Cleaners now has an open and efficient-looking store, which makes a nice impression on any customer. The present layout, while retaining a neat appearance, affords plenty of opportunities for the use of effective banners and other pieces advertising the various services offered.

This additional rack space should have solved Shorty's problem, but at this writing he's once again get-

ting behind in storage space. That's because he won't quit advertising and trying out new stunts to get more business.

Shorty says one of his biggest surprises has been the response to his bid for sweater business. He packaged a few window sweaters in cellophane, put some of them in a window and a couple in the counter display case. The cellophane seems to have a magic effect on the feminine customers from the way business in sweaters has boomed.

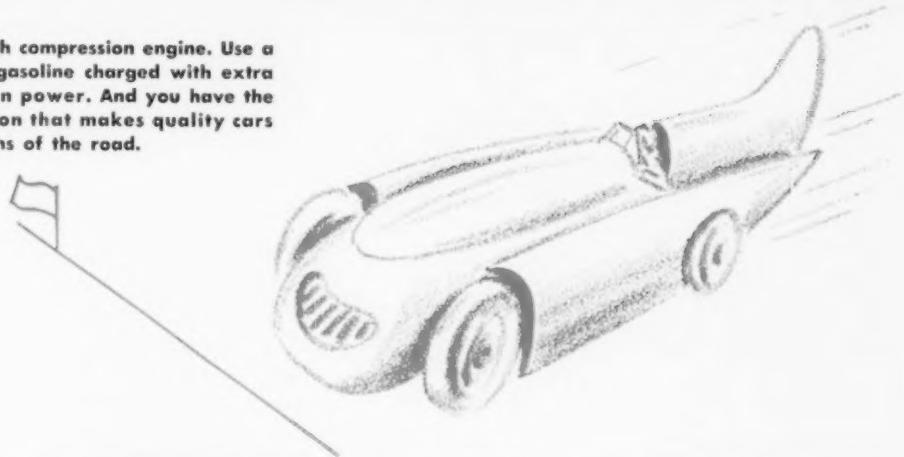
Advertising in the local paper on an average of three times a week, with an average of 275 column inches a month, Shorty makes use of plenty of white space. There is an understatement if we ever made one, judging from the number of full-page, half-page and quarter-page ads we saw that contained nothing more than a single line of copy down in one corner saying something to the effect that "Shorty the Cleaner wishes everyone a happy Thanksgiving." This sort of ad is most effective when it's an exclusive, and in this case it is. The townspeople have learned to expect almost anything from Shorty—and he very seldom disappoints them. $\frac{2}{2}$



MOPPING MADE EASIER by swivel casters at bottom of counter, pointed out by owner Shorty Anderson.

WHAT A COMBINATION FOR EXTRA POWER!

Take a high compression engine. Use a "Special" gasoline charged with extra combustion power. And you have the combination that makes quality cars the kingpins of the road.



WHAT A COMBINATION FOR EXTRA CLEANING POWER!

The same is true of SO-KLEEN. Add SO-KLEEN, with its

ACTIVATED PENETRATION

Now YOU'VE got a combination that is *super-charged* with cleaning power . . . a combination moreover that is inseparable, because ACTIVATED SO-KLEEN cannot be removed by filtration! It stays in the solvent, load after load, doing a thorough cleaning job every time. Spots and grease and imbedded dirt are removed more easily with SO-KLEEN. That means less spotting and wet cleaning for you!

For the Same Superior Penetration
in Synthetic Units
Use SO-KLEEN "SY" Perc

Write for bulletin on SO-KLEEN "SY" Penetrant . . .
an ACTIVATED formula that adds power to synthetic
solvents.

ORDER SO-KLEEN TODAY!

Leading distributors throughout the
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MERSON PRODUCTS COMPANY
63 ESSEX STREET, JERSEY CITY 2, N. J.

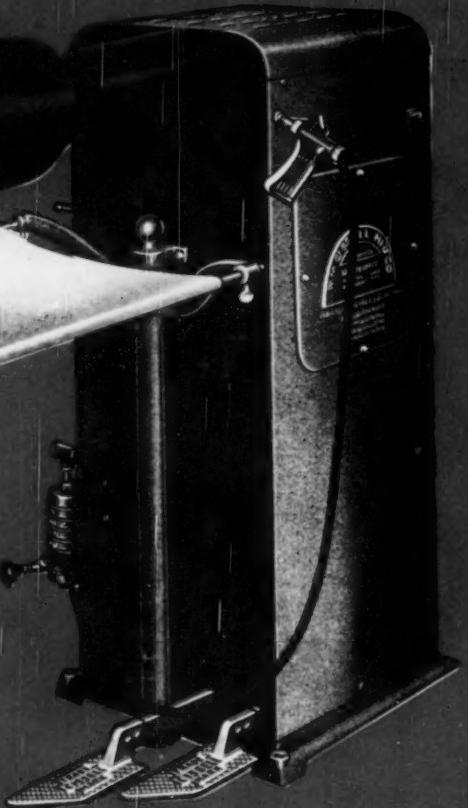


A *Merson* PRODUCT

ROLL THOSE SLEEVES

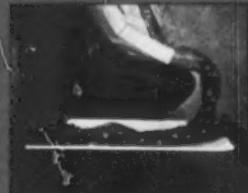
WILL THE CISSELL SLEEVE FINISHER DO WONDERS? THOUSANDS OF CLEANERS SAY, "YES."

SLEEVES ARE FINISHED WITH A ROUNDED FULLNESS EASILY, QUICKLY . . . with a cloth bag, steam and warm air. The Cissell Sleeve Finisher does a perfect job on any style sleeve—long or short—of any material. Think of eliminating the problem of finishing full sleeves on ladies' dresses and coats—or providing a soft, full finish to men's coat sleeves and sport shirts. And, remember, leading manufacturers of men's clothing recommend this method of finishing coat sleeves. Actually, a cuff looks better, it's better, and has a smarter drape when sleeves are pressed in this. Note the fast, simple operation illustrated below. Here's a big, rugged unit ready to do an important job for you year after year. Complete, \$225. F.O.B. Louisville, Ky.



Foot pedal control on air and steam frees operator's hands for faster work. The Caseff Sleeve Finisher is FAST—all the way!

STAR No. 1—Mount. Shows no gla-
ciers. Forests of spruce found on moun-
tain slopes. No fish here. Bears are often
seen. Good hunting for deer and moose.
Hunting is not safe at times. . . .
Skins of mammals are sold
to Indians here. . . . Indians always take
skins out here. . . . Indians are dangerous.



WTF no. 3-Step air flow meter is
designed for Water Spray Gun while
allowing to spray down hard paint.



STEP NO. 3—Remove front basket so clean-off screen. Open air chamber completely to dry. When dry, lay support chamber portion of screen with left hand to keep straight at garment end of screen.



STEP NO. 6 - Reverse position with both hands. Take shoulder seam with left hand, placing right hand under arm hole to protect finished sleeve.



CISSELL MEANS QUALITY!

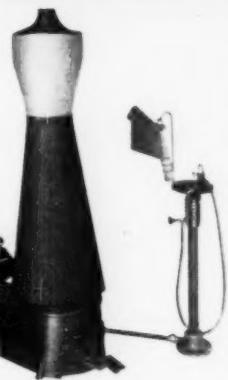
Give 'em the SOFT, NO-SHINE FINISH and they'll come back for more!

These four Cissell Units give you complete,
masterful silk finishing...WITHOUT PRESSURE

1

Use Cissell
GARMENT
■ CONDITIONER

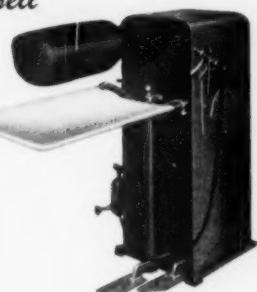
... for use, preparatory to touch-up. Speeds entire finishing operation. Provides plenty of air and steam; easy to load and unload. Restores garment to its original form. Water Spray Gun and Condenser Assembly with whisk broom and tray is an integral part of unit. \$300.



2

Use Cissell
SLEEVE
■ FINISHER

... for sleeve finishing at its best. Prevents shrinkage or stretching. For all types of sleeves — long or short — of any material. Fast, simple operation. Handy Cissell Water Spray Gun attached for extra moisture when needed. \$225.



3

Use Cissell
PUFF
■ IRONS

... for steaming and ironing the difficult-to-finish parts of a garment. Famous Cissell Valve Construction — the heart of a puff iron. Available in single, double and triple table units. Complete triple table unit illustrated with Water Spray Gun and Condenser. \$152.



4

Use Cissell
STEAM
■ FINISHING BOARD

... illustrated with the Cissell Steam-Electric Iron with Water-Spray Gun. You'll see this unit, as the final stage in silk finishing, for skirt finishing and final touch-up. Hemlines are finished with aid of pleat setter. Complete price, \$320. Steam-Finishing Board only, \$250.



Consult Your Jobber

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Foreign Distributors: Address correspondence attention, Export Dept.—Cable Code: CISSEL

Steam-Electric Irons with Electric Throat Control • Steam-Electric Irons with Foot-Pedal Control • Straight Electric Irons
Steam-Heated Metal Ironing Boards • Wood-Tap Ironing Boards • Garment Finishers • Sleeve Finishers • Puff Irons
Steam-Finishing Boards • Vacuum Spotting Boards • Steam Spotting Boards • Sporting Units • Pre-Spotting Units
Garment Dryers • Laundry Dryers • Cuff Brushes • Water-Spray Guns • Boiler-Return Systems
Water-Level Controls • Boiler Feeders



NEW DRIVE-IN plant of Reed Cleaners was photographed at 31 below zero; blizzard left snowbanks reflected in windows. Located on two transcontinental highways, plant is concrete block, with concrete joists and roof with steel sash. Drive-in ramp, 75 by 32 feet, accommodates eight cars; side ramp, 75 by 80 feet, is for trucks and employees' cars. Lot, 75 by 265 feet, reaches from one street to next; building occupies 175 by 60 feet.

BIGGER AND BETTER

**New Drive-in Plant Replacing Fire-Razed
Building Features Fireproof Construction**

WHEN the plant of Reed Cleaners at Fargo, North Dakota, was destroyed by fire, owner Harold G. Reed laid plans for a new building which would not only be completely fireproof but incorporate the best available ideas in layout and construction.

Before rebuilding, Mr. Reed visited cleaners in Milwaukee and Chicago, studying plant layouts. Working with some of the best layout men in the cleaning field, including the NICD engineering staff, he decided on a plan which combined the most desirable modern features so successfully that today he can think of no



OUTSTANDING STORE FEATURE is valance over racks papered in red and green stripes. Counter is inlaid linoleum. Note wells for passing out customers' garments.



when you
clean solvents clean
with DC

DC FILTROL
FIRST CHOICE BECAUSE

- 1** It adsorbs fatty acids, grease, soap residue and other unsaturates.
- 2** It reduces filter-scraping to one-half.
- 3** It increases the filter rate by maintaining low pressure.
- 4** It renders the solvent soft and sparkling clear.

Clear, water-white solvent with a low acid number may still contain harmful impurities. DC Filtrol* is more than an excellent filter-acid powder; it is in addition a remover of color compounds, odors, and other solubles which even the best filter-aid powders cannot touch.

FILTROL CORPORATION
727 West 7th Street, Los Angeles 17, California

PLANTS: Vernon, California and Jackson, Mississippi

More drycleaners use DC Filtrol today than ever before.

*T.M. REG. U.S. PAT. OFF.

DC FILTROL*



PARTITION of structural glass and paneled wood separates store from general office and private office of owner, Harold G. Reed

changes he needs to make. Some of the results of the collaboration of talents and study are shown in the accompanying photographs.

One of the many convenient features of the installation is a bus bar electrical service, the first in the vicinity. Three bus bars run 20 feet apart the full length of the building. When it is desired to change a light or an electrical unit, the jack is simply removed and replaced anywhere on the bar.

There are a number of advantages to this use of master bus bars. First, electric wires for equipment all come from overhead, leaving the floor clear of wiring. Second, equipment and machines can be moved or departments relocated without changing the wiring. Through a fuse in the plug, each machine is separately fused. Also, each side of the bus bar is fused. In case the bar fuse blows, even a short shutdown for changing fuses is avoided by simply reversing the plug to the other side.

Over 400 feet of underground returns for traps were installed. No piece of equipment is more than eight feet from a floor inlet to the return line. A gravity flow to the sump that feeds the boiler is used.

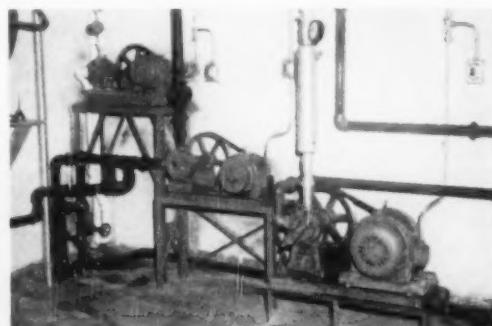
The drive-in store of the new plant is Reed's sixth outlet in Fargo and in Moorhead, Minnesota. Five trucks provide pickup-and-delivery service. Since 1934, when the first store was opened, the firm has grown from a one-man plant to an organization with 70 employees. # #



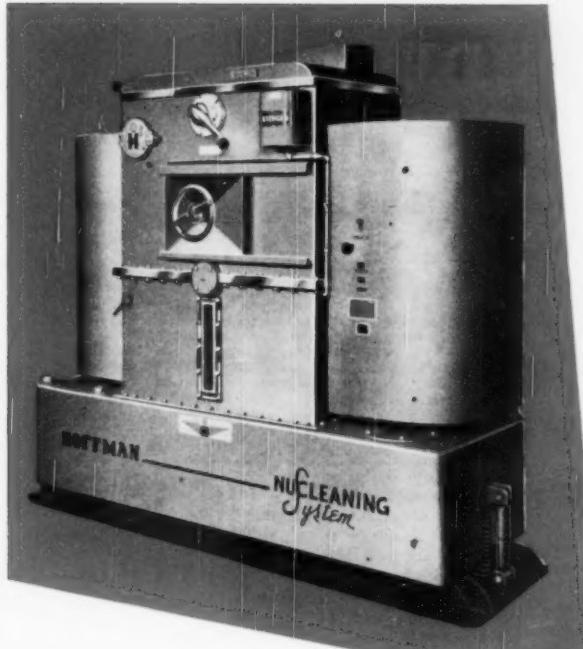
OPENING FEATURED BROADCAST from store with Mayor Dawson (light topcoat) officiating. Mr. Reed in white shirt; others are local business men. During two-day opening 2,000 visitors were taken through plant in groups of 10 to 15



MASTER BUS BAR, one of three in finishing room, is shown by plant superintendent Roland Lindsey



DIFFERENT COLORED PIPES on three pumps dramatize clarification system for plant tours. Pump at left, for new or distilled solvent, has white pipe; center pump, for dirty-solvent system, has red pipe; circulating pump at right has blue pipe



BEST
SELLER
because it's a
BETTER
BUY!

The reason Nu-Cleaning is the country's fastest-selling perchlorethylene system is not hard to find. Discriminating plantowners have found it's a *better buy!* Backed by Hoffman's pioneer experience in building drycleaning equipment, Nu-Cleaning offers more of the advantages you want for proven profitable operation. Compare the advantages listed below — then call your Hoffman representative for full information on Nu-Cleaning.

IN 30 AND 60 POUND SIZES WITH
THESE BIG ADVANTAGES

- Patented "Iso-vibe" construction avoids need for special foundation or bolting down. Install it anywhere.
- Fully automatic through entire cycle . . . needs only minimum attention and labor.
- Built-in reclaimer reduces solvent cost to less than 1¢ per pound of garment cleaned.
- Detergent dispenser injects measured amounts as needed to reduce spotting and wet cleaning.

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NU-CLEANING
SYSTEM
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LEGAL DECISIONS



by A. L. H. STREET
Attorney-at-Law

Proving Loss of Articles and Value

The owner of a drycleaning establishment sued an insurance agent for failing to keep in force a burglary policy. The cleaner had to pay the customers' claims, and sued to collect that amount from the defendant. Questions at issue were: (1) Did a list which the cleaner had prepared showing the articles lost, to whom they belonged and the amount paid on each claim constitute enough evidence to establish a basis for holding the insurance agent liable? (2) Did the mere fact that the plaintiff had operated a cleaning establishment for 30 years qualify him as an expert witness as to the value of the clothing?

THE Appellate Division of the New Jersey Superior Court answered "no" to both these questions. (*Dawson v. Holcomb*, 68 Atl. 2d 281.)

The court said the cleaner could use the list to refresh his memory as to the articles stolen, but that the list itself was not evidence and he had given no testimony to establish his claim. The higher court said on the second point:

"Only experts on a given subject can express their estimates of the value of anything real or personal. . . . The fact that plaintiff operated a cleaning and pressing establishment for 30 years, without more [qualifications], in our opinion is not sufficient to qualify him as an expert on the value of used clothing."

Right To Prevent Picketing

A labor union attempted to force a Detroit cleaner to unionize his plant, in which he employed six workers, by picketing his place of business. The cleaner sued to secure a court order forbidding the picketing, and asked that a temporary order be made to remain in force until final hearing of the case. Did the trial judge improperly refuse to grant that temporary injunction on the facts mentioned below?

YES, declared the Michigan Supreme Court on an appeal taken by the cleaner; the temporary order should have been allowed. The higher court itself forbade any further picketing until all the evidence in the case should be heard. (*Cohen v. Detroit Joint Board Amalgamated Clothing Workers of America*, 42 N. W. 2d 830.)

Two of the defendant union's agents had insisted that the cleaner sign a contract making the union exclusive bargaining agent for all of his employees, and requiring him to deduct union dues from the employees' wages and contribute 2 percent of the amount of wages to a "sick and accident fund."

The cleaner claimed that he permitted the agents to talk to his employees and that he refused to sign the contract because the workers refused to join the union. He said the agents told him that they would post pickets in front of his establishment and "kill his retail trade" if he did not sign, in spite of the employees' attitude.

The union admitted that it had failed to organize the workers in the plant but attempted to justify picket-

YOUR QUESTIONS

about legal problems concerning your drycleaning business will be answered by Mr. Street.

Naturally, Mr. Street cannot represent you in court or even make up your mind what to do when you are in a legal jam. But if you write him a letter care of this publication, he can help you and your local attorneys by citing what the courts have decided in similar cases.

ing on the grounds that it would protect the "economic interests" of union employees living in the neighborhood and influence persons who believed in patronizing union shops.

The Supreme Court left it open to the union to prove, if it could, on the main trial of the case, that the picketing was for "the purpose of accomplishing a lawful labor objective." (It will be noted that the Supreme Court intimated that the union had a right in a peaceful manner to use legitimate means to try to divert public cleaning patronage in the area to union cleaning establishments.) The temporary injunction was granted on the theory that while picketing might ruin the cleaner's business before the case was finally disposed of, a bar on picketing until that time could not hurt the union. Said the Supreme Court:

"It is self-evident that if the picketing instituted by defendant is not temporarily restrained, plaintiff's business will be completely ruined or at least suffer irreparable damage pending final decision. On the other hand, it seems equally apparent that granting the injunction will not subject defendant to any material damage or deprivation of rights."

When the Boss "Socks" an Employee

The manager of a cleaning and laundry company beat up an employee in the course of the latter's work. (The boss says he did it in self-defense.) If the injured employee had any claim against the company, which was sued jointly with the manager, was it one for an award of workmen's compensation or could he sue for damages in an ordinary suit?

THE employee could sue for damages, decided the Arkansas Supreme Court in the case of *Heskett v. Fisher Laundry & Cleaners Co.*, 230 S. W. 2d 25.

The court noted that in many states the workmen's compensation law specially provides that an injured worker is not limited to the award allowed for ordinary accidental injuries when he is injured through the employer's *wilful act or misconduct*, but can bring an ordinary suit for damages. In some other states, provision is made in the workmen's compensation act for increasing the award above what would be allowed for ordinary accidental injuries. But in Arkansas, and possibly some other states, there is no special statute covering the situation. In those states the employee has a right to choose between suing for damages and making a claim for workmen's compensation.

beat seasonal rushes with **Perklor!**



Order Perklor in the Goldenrod and Blue Drum

With Dow's new stabilized perchloroethylene solvent—Perklor—you'll be able to keep abreast of seasonal cleaning rushes and make these added sales mean extra profits.

Perklor will improve your high standards of quality, too. Whites will be whiter and light shades will be sparkling bright. You'll actually "feel" the difference, too, for garments cleaned with Perklor feel *softer* . . . look newer.

In addition to these advantages, the new stabilized Perklor has the plus factor of low-cost finishing.

Prepare for seasonal rushes now . . . order the new Perklor today!

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Synthetic
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St. Louis • Houston • San Francisco • Los Angeles • Seattle
Dow Chemical of Canada, Limited, Toronto, Canada

FOUR DOLLARS PER CUSTOMER

**Small-Town Promotion Brings
932 New Accounts in 30 Days**

by C. B. ANTONSON

TRADITIONALLY, a twenty-fifth anniversary should be silver, but at Mauk's Cleaning Service in Roaring Spring, Pennsylvania, it was all copper.

In July of 1949 Mauk's had been in business 25 years. The company planned to run some type of promotion that would also be a generous gesture to old customers. At the same time, it would be designed to call the attention of the community to the firm's long-established reliability, a particularly important point because the company was just opening up two new routes.

After various plans were discussed one of the plant partners, Harold Mauk, suggested the novel idea of giving each customer a dollar's worth of cleaning for every penny dated 1924, the year the firm was founded.

The first question that arose was the possible cost of such a promotion. In other words, how many pennies could Mauk's expect to get? No one could answer that question, but the average estimate was 350 pennies.

The next consideration was the duration of the offer. It was finally decided to run the promotion for the entire anniversary month of July.

To start the ball rolling over Mauk's regularly scheduled local news broadcast, the question was asked:

"Do you have a 1924 penny in your pocket or pocketbook? If you do, it is worth \$1 in cleaning at Mauk's. If you don't, get out that penny bank and start looking because Mauk's are having a birthday party and you're all invited."

Handbills advertising the offer were also passed out. They included the information that in 1924, the year Mauk's was established, the government coined \$9,394,000 pennies and that there must, therefore, still be a few around. Similar advertising was carried in five newspapers in the areas served.

The pennies soon started rolling in. As the campaign gained momentum drivers, counter girls and even customers brought in amusing incidents of the penny hunt—bank clerks went to work half an hour early to check on pennies, a doctor began discussing 1924 pennies during an operation, preachers went over the collections after services, an elderly couple got a bag of pennies each day from the bank in which their son worked and spent the evenings looking through them.

It wasn't long before milkmen and bread men began to complain that they couldn't keep enough pennies to make change. Clerks in the stores were beset by the same problem. Finally, the local banks stopped handing out pennies in large quantities except to business men.

The appeal was certainly terrific! Everyone—children and the aged, clerks and bankers, doctors and lawyers—became interested in pennies... and Mauk's. In fact, throughout the area it became routine practice



PENNIES POURED IN too plentifully in 25-year promotion

to examine the pennies received or paid out to see if any 1924's were among them.

Lessons in Pennies

The Mauk plant was overwhelmed with work. This taught the management its first lesson—the cost of promotion must be controlled to a specified, planned amount.

Another lesson was learned when it was discovered that "collectors" were going from house to house selling 1924 pennies for 50 cents, and that relatives from every part of the country were shipping the pennies to their families in the Roaring Spring area. This taught Mauk's that a promotion campaign should be limited in duration to eliminate such practices. Even one week might have been sufficient.

The reader is undoubtedly wondering how much these lessons cost the cleaning plant. In all, 3,364 pennies were received. In other words, the promotion cost of a dollar's worth of free cleaning for each penny might be considered \$3,364. But—through this promotion alone, 932 new customers were added! When these same customers were checked six months later, it was found that all but 16 were still patronizing Mauk's.

With 1924 pennies, the name of Mauk's was on everyone's mind in the area for a month. The advertising value in goodwill could scarcely be measured—certainly not in pennies! # #

"You Bet They Pay!"

HUEBSCH OPEN-END
TUMBLERS



SPEEDY DRYING! Here are 21 of the Huebsch Tumblers that are building profits for Spofford Stores, Inc., Patterson, N. J.

**MORE THAN 60,000 NOW IN DAILY USE
IN LEADING PLANTS EVERYWHERE**

Proved drying efficiency with Huebsch Tumblers means faster drying at lower cost. That's why you find Huebsch Tumblers... one, two, three, or a battery of 50... in leading laundry, dry cleaning, linen supply, wiper and diaper plants throughout the United States.

Huebsch advantages include a Graduated Temperature Control for exact temperature desired and exclusive Spun-Lock construction for lasting durability.

Huebsch Tumblers are made in 4 sizes: 36" x 18", 36" x 24", 36" x 30" and 42" x 42". Drycleaning models include fused extinguisher and explosion resisting motor. See your local Huebsch representative or write, wire or phone us for details.



HUEBSCH ALLWAY PANTS SHAPER
Cuts Pressing Time in Half

Turns out more than 60 pairs of pants per hour. Steams garments both inside and out. Resizes and reshapes. No more complaints about too short or too tight trousers... less claims!



HUEBSCH

HUEBSCH MANUFACTURING COMPANY, 3775 N. Halton St., Milwaukee 1, Wis.

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Wanna Bet?

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-
-
-
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-

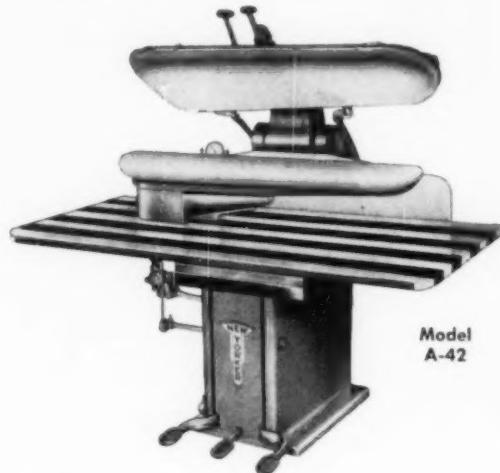
HERE'S A SURE TIP!

This "NEW-MATIC PRESS"

- You're betting on a sure winner when you bet that the New Yorker "New-Matic" is the fastest, smoothest, best-built air-operated utility press on the market. What's more we'll give you complete insurance on New Yorker's simple, safe operation to make the job easier, faster and better.
-

Almost like magic, New Yorker

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- a busy, fast-moving, modern, air-operated plant.
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- New Yorker Air Operated Presses are available in all of the 300 models used in the Laundry, Drycleaning and Clothing fields.



Model
A-42

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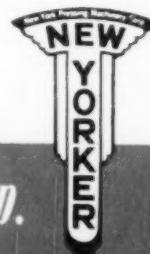
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Paterson, N. J. — FACTORIES — New York, N. Y.



"BUILDERS OF BETTER PRESSING MACHINES FOR OVER 40 YEARS"

MAKING WELFARE WORK

Full Information on Benefits and How To Apply for Them Essential Part of Program

by JOHN J. BERRY

MANY an employer who is proud of his firm's welfare program would be surprised to learn how much of the money and effort involved are wasted—if all employees are not fully aware of the benefits available and how to apply for them. While welfare programs, on a small or large scale, are designed primarily to attract and hold desirable employees, too often a worker may quit because he does not actually know all advantages of working for the firm.

This point was brought out all too clearly in the course of exit interviews conducted by the personnel office of a large drycleaning-laundry plant in Canada. Here it frequently happened that employees would be sick for a few days, decide they disliked the firm, and quit. Many of these would have been persuaded to stay with the firm had they been aware that they could have been visited by a doctor, received free drugs and treatment, possibly even a sickness pay allowance.

When the personnel manager reported this weakness at a meeting of the directors of the benevolent fund, two steps were proposed and eventually carried out. These steps involved the use of publicity measures to let all employees know about the fund, what services it provided and did not provide, and how to apply for benefits. Within a short time, the interest of employees picked up. One supervisor remarked how morale had been improved in her department as a result of the campaign. The medical department reported increased activity. Turnover caused by illness dropped.

The first step was the preparation of a publicity sheet and posting of copies in prominent places throughout the plant. These releases were handed out to new employees at the time of hiring. The firm's facilities for mimeographing were employed at very low cost.

As the second publicity measure, production supervisors were asked to report all absentees in the morning to the personnel office, which sends out a penny postcard carrying the following message:

Sorry to see you were not at work today!

Will you let your foreman know the earliest that you will be returning by phoning him at _____

Did you know that if you need medical aid, you will receive it by phoning the plant medical department at the same number.
Medical Dept.

The messages are mimeographed in advance on a thousand plain white postcards. The procedure is cheap and requires little effort to carry out. It is merely a matter of addressing the cards to the people concerned, using the personnel address files, and putting the cards in the mail.

If your turnover problem arises largely from friction between employees and their supervisors, you can obtain good results by paying the same attention to your labor relations unit, whether it is a labor union or employees' association, or whether you deal with your employees directly on an individual basis.

Your supervisors are human and liable to be over-severe or partial when dealing with your employees. By having these errors brought to your attention you can teach your supervisors good relations habits.

The publicity campaign for this purpose should be designed to let the employees know whom they should see if they feel they have a grievance. The grievance

should then be discussed and a decision made, adjusting or rejecting the employee's claim. The results of this decision should be passed on to supervisors so that they learn from the experience. A staff letter from the management, issued regularly, provides an easy and excellent way to train supervisors in good relations habits.

There's no doubt that you'll gain a lot from your efforts to let your employees know what to do in the event of friction other than walk off the job and down the street to the next drycleaning firm. Their morale will rise and output with it. You'll have larger staffs at work on blue Mondays.

If you are not convinced of the usefulness of the publicity campaign, consider the experience of two supervisors in the laundry and drycleaning plant where the problem came to light. Two supervisors struggled against the measure. Within 16 months, one supervisor over 70 people had a turnover rate of 615 percent. The other man, supervising some 230 people, had a turnover rate of 342 percent for the same period. These turnover rates mean high operating costs and will soon require the discharge of the supervisors.

You can figure out the costs of turnover this way:

1. Charge \$7.50 for each new employee who leaves before serving three weeks; \$25 for each employee who leaves after serving three weeks.

2. Add \$1 for each customer you know you have lost on account of poor workmanship.

3. Add the adjustment payments you had to make for damaged clothing.

Use the turnover rates in your firm for the past six months to calculate the cost of Item 1. The total figure arrived at when you finish all calculations for the three items above, contrasted with gross receipts and then net receipts, should convince you of the need for turnover control in your particular plant.

It has been the experience of this writer that turnover control first of all requires the employer to set down a policy which attempts to redress grievances and



"I told you that new marker was ready to quit."

ALMORE SUGGESTS SEASON-KEYED COLORS FOR DYEING SATISFACTION

Modern, scientific dyeing brings you glorious COLOR in rich, style-right sell-able shades.

This season, for instance, the fashion columns are talking about a special rich shade of brown and a new warm wine tone.

Almore is ready with lovely shades of these wanted new colors—ready to take your customer's faded cloth coat and return it dyed to a brilliant, style-right new shade.

Women rave over the perfection of this better dyeing—dyeing that rewards you with more customer-satisfaction and patronage. For COLOR that pleases, send garments to:



ALMORE DYE HOUSE

4412-24 WENTWORTH AVE., CHICAGO 9, ILL.

L. Teichner, President



which instructs the supervisors how to handle problem employees and how to learn from mistakes in the past. The policy must set up ways and means by which grievances may be brought to the attention of the employer.

Then the publicity campaign continually informs employees, old and new, that there exists a policy intended to minimize friction. The publicity also advises them how to bring their grievances to attention.

The method of getting this message across is simple. A mimeographed statement is issued to each new employee at the time of hiring. The same statement is posted throughout the plant. Supervisors will be wise if they also advise new employees to bring difficulties or grievances to their attention. Certainly it is to the advantage of supervisors to reduce turnover and operating costs in their departments.

The following is a sample of a mimeographed form used to introduce a new employee to his supervisor and also his steward, for the purpose of showing the newcomer the channels through which he is to pass any problems connected with his work.

INTRODUCTION FORM

Supervisor's Copy

Mr.
To Mrs.
Miss

Dept.

This will introduce to you

Mr.
Mrs.
Miss
Punch No.

Who is to work as
He She previously worked as
and can also work as
The Personnel Department wishes him/her every success in the new job.

Signed

Personnel Dept.

INTRODUCTION FORM

Employee's Copy

Dept.

Welcome to _____
Your Supervisor's name is _____
Your punch number is _____
If you encounter any difficulties with your work ask your supervisor for the information you need. He'll be glad to help you.
If you are sick and can't report to work let your supervisor know as soon as possible by phoning him at _____
If you need medical aid, call the plant medical department at _____

Your Employees' Association steward is _____
Consult him/her whenever you feel you have a grievance.
The Personnel Department wishes you every success in your new job.

Signed

Personnel Dept.

When the services you have provided for your employees are in use as needed, you are protecting the investment you made in those services. But you are doing more than that; you are doing much to maintain a high level of morale in your plant as indicated by a low turnover rate. Thus you can provide your customers with satisfactory work and induce them to come back to you again. In the final analysis, you are insuring your place in the competitive market. # #

Cleaner Garments...in Less Time with a **BUTLER** Big Flow Filter



Mr. Robert Corwin, Corwin Cleaners, Des Moines, Iowa, says, "I find the Big Flow of my Butler Filter results in cleaner garments with less time, less labor."



"The Air Cleanout* on our Butler filter cuts costs on labor and time required for filter cleaning 33% . . . saves many dollars in reclaimed solvent," says Mr. Robert Corwin, Corwin Cleaners.

(*Patent No. 2,301,803.)



**Check
Your
Solvent
Flow Rate . . .
Get a Butler
"Clean Flow"
Filter Meter
FREE!**

- Clear Up Loads Faster
- Prevent Redeposition of Soil
- Cut Spotting Costs
- Reduce Wet Cleaning

Bigger, faster flow rate of Butler Big Flow Filters can help you improve production . . . quality . . . profits. For better results, be sure solvent in your washer changes every minute . . . 60 times an hour. Get a Butler Big Flow Filter . . . in a size to assure you big flow, bigger profits. Sizes: 1000, 1300, 2000, 3200, 5000, 8000 gph.

Mechanical Screen Scraper Saves Time . . . Saves Labor

No need to open filter for cleaning! Turn scraper crank a few times and, in seconds, free-flowing Butler Monel metal screens are thoroughly cleaned. Time saved helps you get one extra load per day!

Patented Butler Air Cleanout* Saves Solvent . . . Saves Money

Air Cleanout,* exclusive feature of Butler Filters, squeezes gallons of valuable solvent out of filter muck . . . assures easier handling of muck . . . prevents hazardous, messy floors.

Cut costs, increase production . . . check your solvent flow rate—get a Butler "Clean Flow" Filter Meter Free! See your Butler Sales Representative or mail coupon below to Department NC610, BUTLER MANUFACTURING COMPANY, for prompt reply.

Tear Off and Mail Today for Your FREE Filter Meter

**Butler Manufacturing Company, Dept. NC610
7452 E. 13th St., Kansas City 3, Mo.**

Gentlemen:

Please send me a FREE Butler "Clean Flow" Filter Meter

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

Butler Sells a Complete Line of Cleaners' Equipment



The 2 LEADING DRY CLEANING

HIGH ABOVE ALL!



SO ECONOMICAL TO USE

C-50

STORAGE NO PROBLEM

CONCENTRATED DRY CLEANING SOAP
by NU-PRO

There's none so new, so potent . . . C-50
is an innovation in Dry Cleaning Soaps
... greater speed, tremendous savings,
easier handling, all with top efficiency.

note its OUTSTANDING ADVANTAGES !

- is approximately 6 TIMES as strong as ordinary Dry Cleaning Soaps
- is 40% less costly
- will pick up 25 TIMES its own weight of water and still disperse in the solvent
- can be used with Stoddard Solvent or 140 F and chlorinated solvents
- is non-inflammable
- is more economical all the way around
- solves storage. Packed in gallon jugs. No drums to take up valuable space

USE

C-50

...THE MODERN WAY TO HANDLE
DRY CLEANING SOAP OPERATIONS!

NU-PRO MANUFACTURING CO.

2918 WASHINGTON AVENUE • ST. LOUIS 3, MO.

ORDER TODAY AND
BILL THROUGH YOUR
NU-PRO JOBBER

SOAPS that LEAD with the INDUSTRY

TOP RESULTS WITH ECONOMY



BUILDS
NO FILTER
PRESSURE

MAY
BE USED
WITH
WATER

INCREASES
PASS-UPS

SPEEDS
PRO-
DUCTION

HIGHER
SOIL
REMOVAL

IS EASILY REMOVED FROM SOLVENT BY ANY RECLAMATION SYSTEM

A TOP QUALITY SOAP
FOR TOP RESULTS...

Industry-wide, NU-TEX is a preferred dry cleaning soap which gives desired results for the six good reasons enumerated above. NU-TEX, in addition, is also an excellent hand-brushing soap. There is none other so adaptable, so efficient, so fast, so economical to use. It is among America's top favorites. (Packed in 5, 15, 30 and 50 gallon Drums.)

ORDER TODAY AND
BILL THROUGH YOUR
NU-PRO JOBBER

nu-pro manufacturing co.

2918 WASHINGTON AVENUE • ST. LOUIS 3, MO.

TELLING WHAT YOU'VE DONE

Special Tagging and Packaging Set Off
Boston Firm's Premium-Priced Cleaning

by JOHN J. DUNN

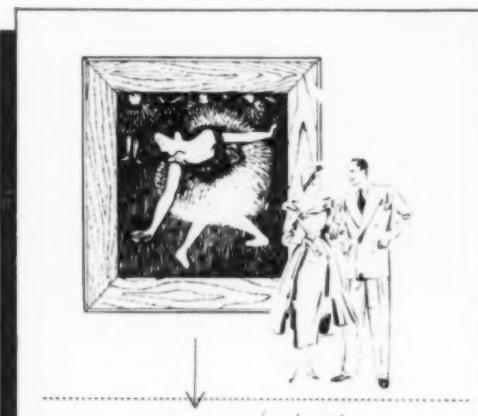
Bancroft		Cleansers
Gold		Crest
INSPECTION TAG ORDER NO. _____		
MARKING DEPT.		
<input type="checkbox"/> BUTTONS Missing No. _____ <input type="checkbox"/> BUTTONS Removed No. _____ <input type="checkbox"/> SHIELDS Removed No. _____ <input type="checkbox"/> SHOULDER PADS Removed _____		
Remarks _____ _____ _____		
SPOTTING DEPT.		
Spotted by _____ Remarks _____ _____ _____		
TAILORING DEPT.		
<input type="checkbox"/> Seams _____ <input type="checkbox"/> Cuffs _____ <input type="checkbox"/> Pockets _____ <input type="checkbox"/> Label _____ <input type="checkbox"/> Linings _____ <input type="checkbox"/> Hanger _____ <input type="checkbox"/> Buttons _____ <input type="checkbox"/> Shields _____ <input type="checkbox"/> Pads _____		
FINISHING DEPT.		
Passed by _____ _____ _____		
GENERAL INSPECTION		
By _____ _____ _____		
FINAL INSPECTION		
By _____ _____ _____		
<input type="checkbox"/> Measurement Chart - See Other Side		

FRONT OF TAG attached to Bancroft's Gold Crest orders has space for notes, remarks and operators' initials. Back of tag has measuring chart. Tag is delivered to customer with order.

THE merchandising program used by Bancroft Cleaners of Brookline, Massachusetts, to sell a higher priced service follows the standard outline for preparing a speech: "Tell them what you're going to say, say it, then tell them what you've said."

In this case the rule might be rephrased to read: "Tell them what you're going to do, do it, then tell them what you've done." The third point includes the most unusual features of the Bancroft program.

With a base price of \$1.25, owner Max Clickman has never been an exponent of cut-rate cleaning. When his volume showed signs of falling off late in 1949, he decided he would either have to reduce his price to seek a broader market or institute a premium service and go after customers in the higher brackets. He fol-



a work of art

Your selection of a fine painting reflects your taste in your home. Your selection of fine clothing reflects your taste wherever you go. Be sure you preserve the smart styling in your clothing by turning to Bancroft for the finest in cleansing care.

— Gold Crest cleansing care.

BANCROFT CLEANSERS



ASPINWALL 7-6060

374 Brattle Street, Brookline
1294 A Beacon Street, Brookline
1576 Commonwealth Ave., Brighton

WE CARE BEST FOR YOUR CLOTHES

TYPICAL NEWSPAPER AD used to promote new service strikes dignified, low-keyed note

SIMPLEST, Push-Button DIRECT DRIVE WASHER

The WESTERN MODEL 500 DIRECT Motor Drive

Why? Simplicity of design—entirely operated from Finger Tip Push Button Controls. Less moving parts—One end V-Belt Drive—No extra belts or countershafts to wear or adjust. Only 3 places to oil. No adjusting or replacing necessary for the duplex trunnion shaft seals. Rigidly mounted anti-friction type outboard bearings assure positive alignment. Metal cylinder with greater agitation. In 30 x 36, 30 x 48, and 36 x 54 in. sizes.

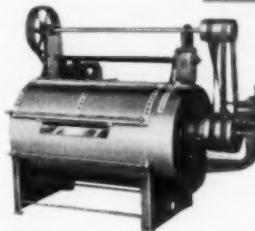


**Other WESTERN Washers
and Extractors to Suit
Every Requirement!**

REQUIRES LESS FLOOR
SPACE THAN ANY
OTHER WASHER

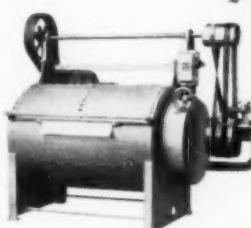
Western Model 500 Belted Motor Drive

The easiest operated, most practical "One Hand Lever Control" Machine you can buy. Ruggedly built for lasting service. In 2 sizes.



Western Model 50 Belted Motor Drive

Incorporates all the design of the Model 500 and many of the operating features. Choice of wood or metal cylinder. 3 sizes available.



Western Extractors

Solid curb. Motor driven safety equipped. 3 sizes, 20", 26", 30". Both laundry and drycleaning types.



Yes, the complete modern Western Dry Cleaning Washer and Extractor line offers any plant, anywhere, the size and type of unit needed to fit their requirements. Compare any Western-built machine for ruggedness, compare it for operating economy, compare for design and performance—then check the price. You'll be amazed and completely satisfied on what your dollar will buy when you buy Western—truly the equipment designed with the dry cleaner in mind. Get the full facts before you buy—compare Western equipment now.

Western
Laundry Machinery Company

NORTH KANSAS CITY, MO.

10th & Fayette, Dept. NC, North Kansas City, Mo.
Please forward details on Western equipment as checked:

Model 500:

- Direct Drive
- Belted Motor Drive

Model 50:

- Size
- Extractor Size

Name _____

Address _____

City _____

State _____



BRANCH STORE DISPLAYS posters advertising premium-price service. Clerks do most selling by appealing to customer's desire for high quality work on expensive garments



SPECIAL GARMENT BAGS used for packaging Gold Crest orders, shown by Owner Max Glickman

lowed his natural inclination and established "Gold Crest Cleansing," a quality service priced from a \$2.50 minimum.

What To Do and Doing It

Under "telling them what you're going to do," which is advertising, or "doing it," which is plant production, Bancroft's efforts are similar to those of many dry-cleaners. The introductory direct-mail campaign consisted of 10,000 folders which were sent to names obtained from a street and number directory.

A diamond-shaped tag, designed to go on the finished garments, was adopted as the trademark for the service. A color scheme of gray, gold and light purple was used consistently on letterheads, store signs, advertising pieces and delivery trucks. Six advertisements were prepared and plated for newspaper space. These ads were different in specific content but alike in their general layout and "class" appeal.

In the plant the Gold Crest orders are segregated from the rest of the work. The pieces carry special identification tags and remain separate throughout all departments. In the cleaning room the extra attention devoted to Gold Crest consists mainly of extensive pre-spotting on both the wet and the dry side. The job is performed by the plant's regular silk spotter. A special finishing section is set up to handle the premium-price orders.

What You've Done

Advertising after the sale—in other words, telling the customer what you have given him—is a type of pro-

INTRODUCING... PEN-TRATE



A **NEW** APPROACH TO SPOTTING

PEN-TRATE PENETRATES ALL ALBUMIN, TANNIN,
AND HARD STUBBORN STAINS

IT'S SAFE • PEN-TRATE is absolutely safe on all colors and fabrics including pastel woolens and vivid shades.

IT'S FAST • Upon application PEN-TRATE has an instantaneous action on spots and stains. After spot removal, PEN-TRATE is easily and quickly flushed from garment with steam gun.

NO SOAKING REQUIRED • No longer is it necessary to resort to soaking garments to loosen those difficult stains. Merely apply PEN-TRATE direct to stain and flush.
REMEMBER: No spot or stain can be removed until completely penetrated. PEN-TRATE penetrates thoroughly, quickly.

IT'S ECONOMICAL • PEN-TRATE costs only \$3.95 per gallon, \$14.40 per case. Write for free sample bottle. Order a gallon from your jobber or write direct.

NOTE: PEN-TRATE when used in conjunction with SPOTOUT® forms an invincible spot removing team.

*Trade Mark



KENNEDY PRODUCTS COMPANY
4125 ORCHARD LANE DEPT. N CINCINNATI 36, OHIO

motion seldom employed in the service industries but rather widely used in retailing. This category includes the leaflets packaged in many patent medicines, the pamphlet that comes with a new refrigerator, the folder of "rules in caring for your new Bouelgin watch" and the printed material enclosed with numerous other products.

The message may appear to be designed for instruction but the facts brought out are seldom of great significance. The retailer's aim is principally promotional. If he is selling a rapidly consumed item, he is soliciting repeat orders. If the product is a long-time investment, the retailer reassures the customer of the wisdom of his purchase. Thus the customer is enlisted as a possible channel for new business from friends and acquaintances.

Packaging with a Purpose

Mr. Glickman's "after-sale promotion" is obtained through special packaging and a work record-measuring chart attached to each Gold Crest garment. The chart is a form $3\frac{1}{2}$ inches wide by $8\frac{3}{4}$ inches long. The marker notes on the front of the form the number of buttons, shields and shoulder pads removed. Space is provided for the tailoring department to record the items resewed and other repairs completed. The lower section of the card carries the initials of the finishers and inspectors. The reverse side of the form includes a measuring chart filled out by the marker and checked by the inspector. A tag meets every piece at assembly whether the measuring chart is used or not.

In the plant the form is helpful in assigning responsibility and assuring top quality under the Gold Crest service. More important, the tag is designed to impress the customer with the amount of special handling devoted to the garment. For example, a space is allotted for the spotter's initials although this employee never sees the card. There is only one man in the plant who does this job and his initials are inserted by the assembly girl. Bancroft reminds the customer the task was done.

Gold Crest garments are packaged in cellophane-window garment bags which carry out the firm's color scheme and signature. Empty and flat the bags are four inches wider than the standard garment bag. In addition to the work-record card, each hanger carries a gold and light purple, diamond-shaped tag—trademark for the service.

Bancroft's three store outlets are located in rather wealthy sections where some customers request the premium service for all pieces. In most instances, however, a certain amount of selling is required of the clerks. When Mr. Glickman started Gold Crest most of the store girls felt it would be difficult to push. With experience they found it was relatively easy to sell. On plain pieces the clerks quote the \$2.50 minimum while fancier garments are priced at the plant.

The sales approach of the clerks is based primarily on flattery. When an expensive garment comes in over the counter, the girls comment on its beauty and point out that a garment of such value deserves the premium service. The customer is sold on the idea of buying something extra. When she gets the garment back, Mr. Glickman wants her to realize that she has received something extra. #

Market Report:

Cotton Prices Up...

But Who Cares?



Not you! You needn't worry about the soaring cost of cotton padding if the presses in your plant are equipped with Arrow Sponge Pads. They need no cotton or flannel padding. You save with Arrow Sponge Pads. They cost less and last longer. You'll save on production costs, too, because your operators can press any garment...any fabric faster, easier, better. Get modern, inexpensive Arrow Sponge Pads for all your pressing machines now.

Order from Your Jobber



Made From A Special
Pressing Pad Formula of *Aerofam*
Super Cushioning by **GOOD YEAR**

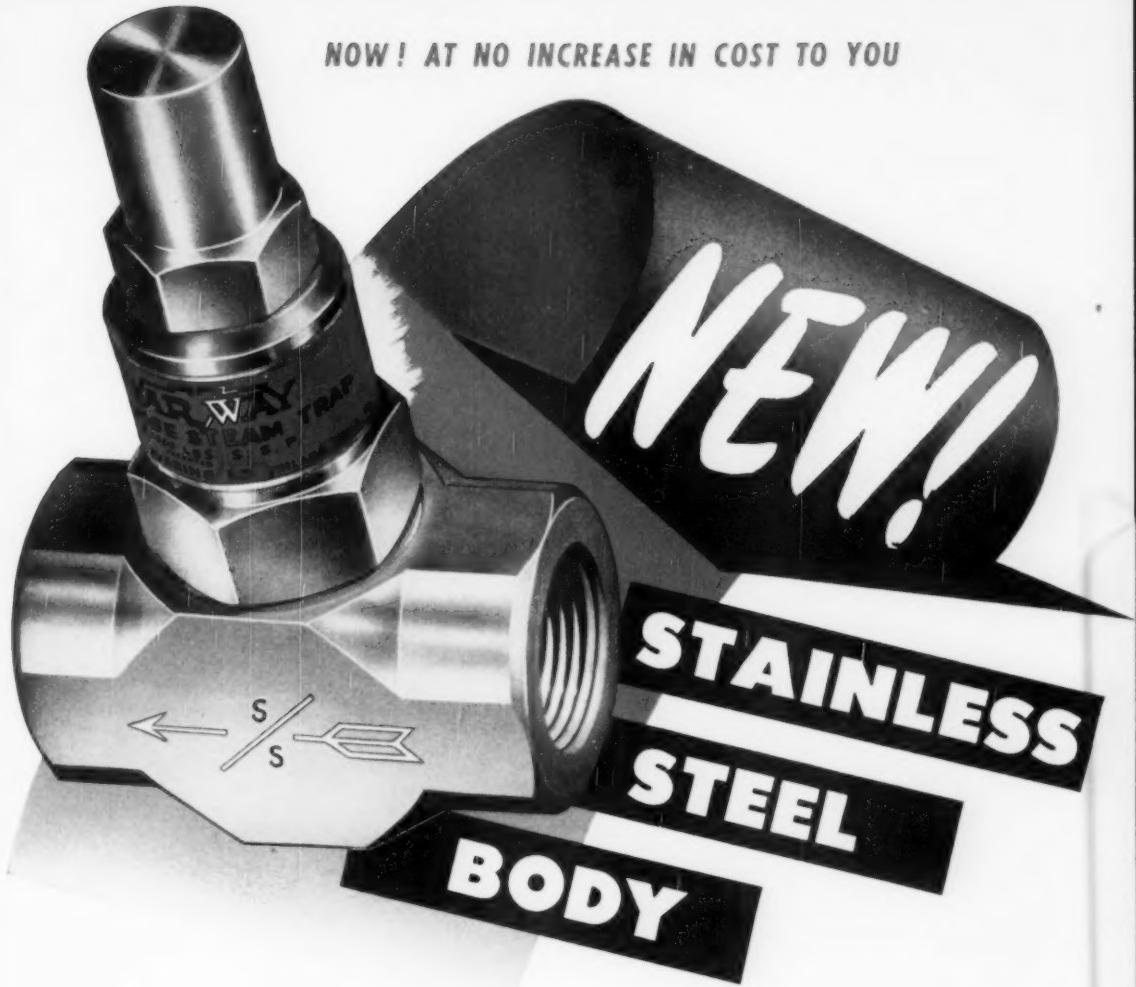
U.S. PAT. NO. 2482412



ARROW MANUFACTURING COMPANY

2922 TERRACE STREET • KANSAS CITY 8, MO.





Makes a good steam trap better

**YARWAY IMPULSE
STEAM TRAPS
ARE SOLD BY
OVER 200
DISTRIBUTORS.
THERE IS ONE
NEAR YOU.**

Write for name and address.

Nearly 650,000 Yarway Impulse Steam Traps have already been installed—proof that they are doing a good job.

Now a stainless steel body makes this famous little trap even better—at no increase in cost. Better in wear, better in service. Users will find Yarways require less maintenance than ever. All parts are wear-resistant, practically wear-proof. There is only one moving part, a small, stainless steel, heat-treated valve. Important, too—Yarway Impulse Traps are suitable for all pressures up to specified maximum without change of valve or seat.

Other popular advantages are small size, light weight, easy installation and low cost. Often it costs less to buy a new Yarway trap than to repair an old, ordinary trap. In performance—ask any user. They all say Yarways are the traps that get equipment hotter sooner and keep it hot!

For better steam trap performance, try new stainless steel Yarways.

**YARNALL-WARING COMPANY
138 Mermaid Avenue, Philadelphia 18, Pa.**

YARWAY

IMPULSE STEAM TRAP

WHERE IS

MEMO TO the Industry

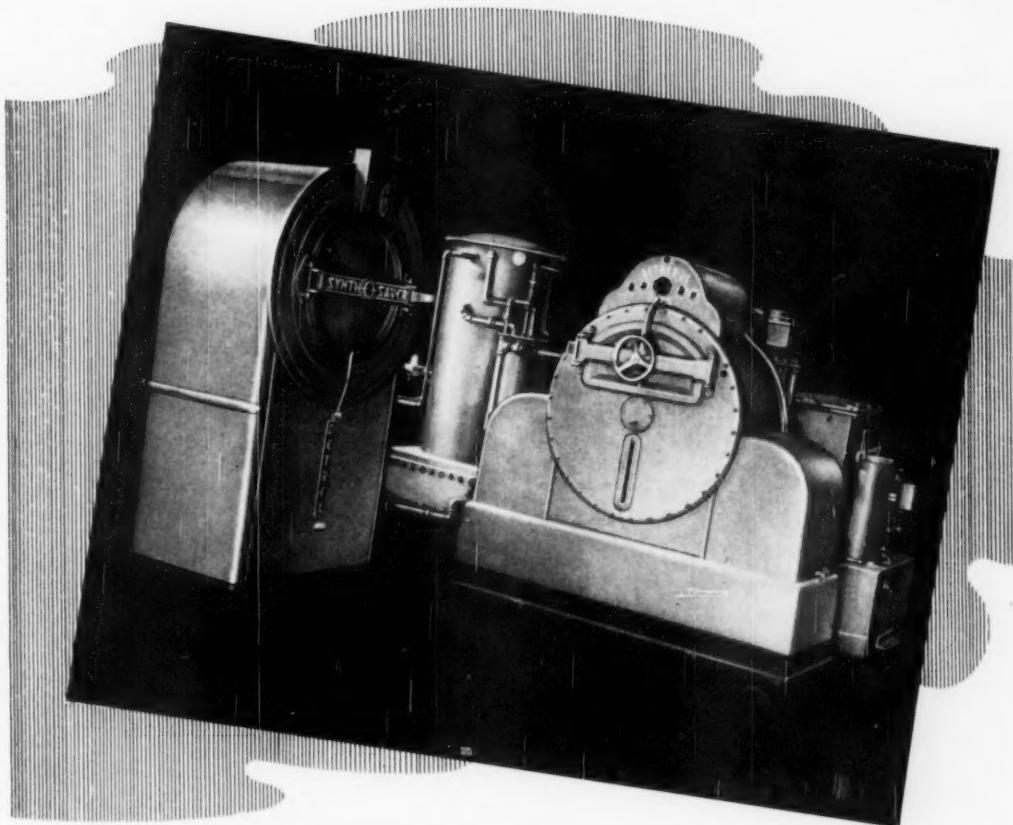
Here are the facts. You, the drycleaning industry, have purchased far beyond your normal requirements and have caused a temporary condition that has no apparent reason in a market where the supply is adequate.

True, you are the fastest growing service industry in business history . . . and, chemical manufacturers have anticipated this steady and rapid swing towards synthetic cleaning and have increased their production of perchlorethylene solvent to more than amply care for your normal requirements.

Scare buying in an effort to create an additional stock of solvent far beyond your requirements is creating this temporary shortage. There are greater production facilities for this material than ever before and new production sources are scheduled to keep pace with this fast growing industry.

The Detrex Corporation

PERCHLORETHYLENE?



You can clean 8,000 pounds—and
more—of garments in any Detrex
Process with one drum of solvent.

DETREX CORPORATION

BOX 501, DETROIT 32, MICH.

The Biggest
Name in
Synthetic
Solvent Units

DETREX DRYCLEANING Process



DOUBLE-HEADER REUNION

NICD Alumni Meet at Same Time
At Washington and Los Angeles

by WILLIAM R. PALMER

TWO groups of NICD Alumni and their friends met simultaneously August 11-13. At the Statler Hotel in Washington, D. C., and the Institute in suburban Silver Spring the long-established "Back Home Day" meeting was held. At the Chapman Park Hotel in Los Angeles, California, the "Western Round-up" gathered. There were more than 250 attending the Eastern meeting, about 125 at the California session.

Similar programs were presented, with informal cocktail or beer parties on Friday evening sponsored by the local chapters of the Alumni Society (Alpha in Washington, Pi in Los Angeles). Saturday morning was devoted to touring local drycleaning plants by the Westerners, while the bigger group descended on the familiar NICD buildings and plant in Silver Spring.

Also held at the Institute was a session of "quickie"

talks: a comparison of unit and team finishing by W. B. White; a report on the successful use of a public relations woman, read for J. W. Stover (detained by illness in the family); a discussion of leather cleaning by Judd Randlett; methods of consumer education through schools proposed by Dr. Dorothy S. Lyle; a review of current analysis problems by R. A. Mygatt; background material on recent soap research (to be published in bulletins soon) by G. P. Fulton and, to lighten the seriousness, a hilariously revolutionary cleaning plant described by W. I. Peeler.

At the same session on the West Coast L. L. Richardson discussed solvent residues and tests, D. A. Huff described the encroachments of government on business in the past few years, D. E. Kreitzer did some prophesying about the future of the industry, and the



SIMPLIFIED SPOTTING CHART

Pink Background For Wet Spotting—Black Background For Dry Spotting

GROUP "A" FOOD, STARCH SUGAR, SWEETS PERSPIRATION BLOOD ICE CREAM MUD WATER MARKS ALBUMEN DISCHARGE GLUE	PROTEIN FORMULA 11 parts MULSOLITE 1 part 26° AMMONIA	STOCK M 1 part CYCLO 1 part SOLVENT 1 part WATER (Mix in order named)	POWDERED DIGESTER R. S. R. (Mfrd. by Wellerstein Co.)
---	---	---	---

GROUP "B" COFFEE TEA LIQUOR BEER SOFT DRINKS FRUIT JUICE MEDICINE GRASS DYE STAINS	TANNIN FORMULA 1 part MULSOLITE 1 part GEN'L. FORMULA #209	POWDERED STRIPPER STREEPENE (For whites only)
--	--	---

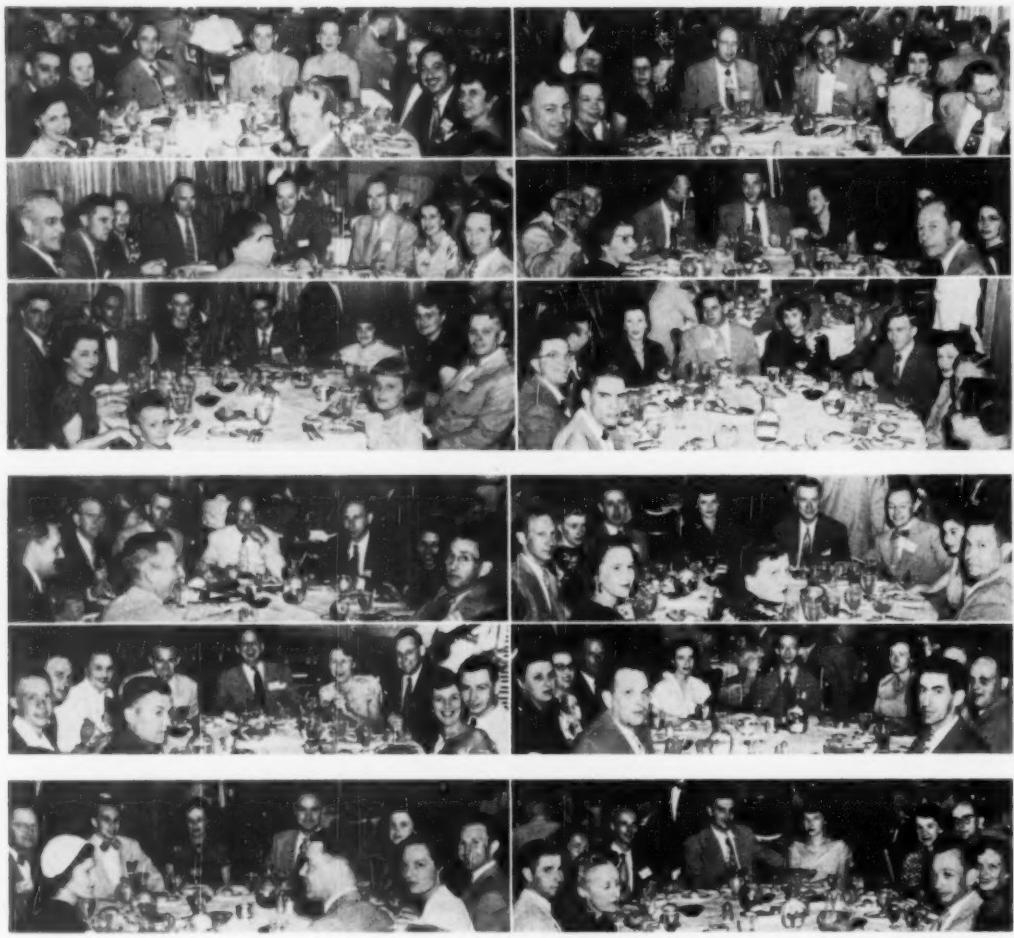
GROUP "C" INKS	OILY TYPE—WET TANNIN FORMULA alternated with PROTEIN FORMULA	OILY TYPE—DRY Straight PYRATEX (Marking and ball pen ink)	POWDERED STRIPPER STREEPENE (For whites only)
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GROUP "D" RUST (and other iron compounds)	LIQUID ACIDIFIED TYPE RUSTEZE (Mfrd. by Crescent Chemical Co.)	TANNIN FORMULA 1 part MULSOLITE 1 part FORMULA #209 (For weighted silks)	POWDERED STRIPPER STREEPENE (For whites only)
---	--	---	---

GROUP "E" PAINT VARNISH TAR ASPHALT PITCH OIL GREASE BOTTOM STREAKS	OILY TYPE—WET 1 part PYRATEX 1 part WATER	OILY TYPE—DRY 1 part CYCLO 2 parts PICRIN
--	---	---

GROUP "F" COLLODION LACQUER ENAMEL NAIL POLISH AIRPLANE DOPE NEW SKIN ROUGE LIPSTICK SHOE POLISH	OILY TYPE—WET 1 part PYRATEX 1 part WATER	OILY TYPE—DRY Straight PYRATEX
--	---	---------------------------------------

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movies "The Fight For Freedom" (NAM) and "Pay Dirt" (Dow) were shown.

During the Saturday evening banquets the two groups contacted each other through a telephone conversation between President John P. Gray in Washington and L. M. Stroud of Pi Chapter in Los Angeles.

The meeting concluded on Sunday for the Western group with a survey of "unpopular" cleaning problems by Clarence Pierce and a description by Norman Higgins of the application of the NICD management course to his plant in Stockton. At a business session plans were laid for next year's roundup.

In addition to reports from President Gray and Treasurer Edna M. Michelsen, the Eastern delegates saw a similar NAM film, "Price of Freedom," and heard R. E. Cowie describe break-even points for stores or plant departments. Arthur Horton stress the duties and importance of the maintenance man, W. R. Palmer suggest applications of balanced management to the small plant, Col. K. T. Brunsvold outline mobilization's effect on the service industries, and Dr. J. C. Alexander report on research revealing the eccentricities of moisture's effect on acetate colors.



An innovation for the Eastern group was a special session restricted to graduates of the management school. By thus keeping the group small the classroom atmosphere prevailed and the questioning was hot and heavy. The discussions included a report by T. A. Pachovas on applying hiring and training techniques to drivers in a small plant; before-and-after pictures of operations to which methods studies had been applied, by R. E. Cowie, and an outline of NICD's proposed testing program by John P. Gray.

The officers elected for the coming year were W. R. Palmer, president, and J. W. Stover, vice president. Edna M. Michelsen remains as the perpetual secretary-treasurer. # #



Mr. Dry Cleaner

CAN YOU USE SEVERAL HUNDRED DOLLARS IN ADDITIONAL BUSINESS DURING THE NEXT FEW WEEKS?

Here's something entirely NEW and DIFFERENT in ADVERTISING AIDS — strictly a sales promotional idea that CLICKS — it really gets the business, and we send them to you "NO CHARGE."

1 Number ONE —— consists of EIGHT COLORFUL WINDOW and COUNTER POSTERS. Each of the EIGHT is differently and well worded in various colors, large print, and they cover every phase of garment and household goods dyeing.

2 Number TWO —— a 1400 word folder written by KRAM-MER for exclusive use by our own accounts, tells you how to take in dyeing — which articles to reject — what to promise in the way of color — about shrinkage, stains, fade, etc. — every sales person and routeman should read it.

3 Number THREE —— a "COLOR REFERENCE CHART" — tells you at a glance what color ANY GARMENT can be dyed — cleaners tell us this chart is indispensable.

All you have to do to receive this FREE SALES GETTING ADVERTISING KIT is to fill in coupon below and send it with an order of dyeing —— send us as many articles as possible so that we may show you QUALITY WRINKLE FREE dyeing, with colors that really stand out —— colors with life and bloom — blacks that are really black — beautiful pastels — staple colors — far above average. We clean all garments and remove stains where possible before dyeing, and steam and stretch them afterward —— making pressing VERY EASY.



KRAM-MER CORP.

2435 N. 3rd St. Milwaukee 12, Wis.

America's Finest

Wholesale Dyers Since 1917

COAST TO COAST SERVICE

Please send FREE

SALES PROMOTION KIT as soon as you receive the order to which this coupon is attached.

NAME _____

ADDRESS _____

CTY _____ ZONE _____ STATE _____

N.C.D.

Make More Money . . .

THE FUR BOOK

**A Practical Guide to Fur Garment Making,
Maintenance, Repairing and Remodeling**

**THE ONLY COMPLETE TEXTBOOK ON ALL PHASES OF HANDLING FURS!
THE FUR BOOK TELLS YOU . . .**

**HOW to clean every type of fur pelt . . . safely
HOW . . . and when . . . to rejuvenate worn or damaged furs
HOW to perform simple repairs on all skins and garments
HOW to remodel an old fur garment to the newest fashion
HOW to make fur accessories and trimmings for fur coats
HOW to estimate the cost of a repairing or remodeling job**

And every other subject relating to fur working and processing—including suggestions for building up a fur department . . . common problems and how to solve them . . . identification and individual treatment of the most popular furs.

All made amazingly easy to understand! Practical step-by-step instructions for all basic techniques and many typical sample jobs. Illustrated with about 200 detailed diagrams and photographs of skilled fur craftsmen at work.

**Get all possible profit from every fur garment in your storage vault...
by giving your customers a complete fur service—in your own plant!**

**The author has successfully trained over 2,000 working furriers!
THE FUR BOOK gives you the same practical course for learning these highly profitable skills.**

• FROM FURS!

By David G. Kaplan

TELLS YOU HOW!

THE AUTHOR

has a background of thirty years in the fur industry.

Skilled craftsman—learned the trade at the age of 12, has worked in 100 fur plants.

Consultant—now conducts his own business as fur consultant, specializing in difficult problems.

Teacher—senior instructor at Central High School of Needle Trades, New York City; instructor in charge of Fur Garment Manufacturing Division, American-Mitchell—Sol Vogel Designing School.

Writer and lecturer—fur editor of THE NATIONAL CLEANER & DYER, author of hundreds of articles on fur techniques, popular speaker before drycleaning and fur industry groups.

David G. Kaplan knows furs from every angle . . . knows the possibilities for fur profits . . . knows how to present the subject in a practical, understandable manner.



**PRICE
ONLY**

\$7.50

(postage prepaid)

**MONEY BACK
GUARANTEE**

**TO GET YOUR COPY
SEND IN THE COUPON**

NOW!

The NATIONAL CLEANER & DYER
304 EAST 45TH STREET
NEW YORK 17, N. Y.

CHECK

MONEY ORDER

Gentlemen:

Please send me my copy (postage paid) of THE FUR BOOK by David G. Kaplan. If not satisfied I will return the book in good condition within 3 days and receive full refund.

Name _____

Firm _____

Address _____

City _____

State _____

- Completely indexed
- Convenient size
- Dureably bound

ASSOCIATION NOTES



NIRC Moves to Silver Spring: The National Institute of Rug Cleaning has announced removal of its headquarters to the new building of the National Institute of Cleaning and Dyeing at Silver Spring, Maryland, which houses the rug cleaning pilot plant. The new executive secretary of the rug group, Richard M. Powell, will have his office there.

The removal of the NIRC office equipment from New Jersey to Silver Spring was voluntarily handled by member E. R. Rimback of the Rimback Storage Company, Milburn, New Jersey, who is secretary of the New Jersey Institute of Rug Cleaners.

Under an agreement with the NICD, the NIRC will supervise the rug cleaning plant facilities, research program and rug course in Silver Spring. With this new plan in operation, NIRC announced, it can give its members services comparable to those provided by organizations of the other service industries. Under the agreement, the independence of the two organizations will not be in any way affected.

It is believed that the establishment of the rug group in the Washington area will be of particular value in this period of unsettled conditions.



RICHARD M. POWELL

chinery firm. The knowledge and experience which the new manager has gained both as a plant operator and through dealing with many other operators and their problems have given him a thorough background in the requirements of the industry.

In thanking the retiring manager for his excellent work for the organization since 1946, Mr. Williamson announced that Mr. Finlayson has been appointed to serve in an advisory capacity to the executive committee. He has also been asked to remain a member of the CRI research committee.

#

Educational Activities in Indiana: In the August issue of the Bulletin of the Indiana Association of Dyers and Cleaners, attention is called to the annual meeting of the Indiana Home Economics Association, to be held October 26 in the auditorium of the W. H. Block Company in Indianapolis. Dr. Dorothy S. Lyle, head of the department of consumer relations of the NICD, will address the home economics teachers on "An Ounce of Prevention Is Worth a Pound of Care." Indiana secretary J. D. Crittenden has urged drycleaners throughout the state to see that home economics teachers from their own communities attend this meeting.

During November and December five groups of drycleaning and laundry executives will each meet for five consecutive discussion and training sessions on "Human Relations." The Department of Distributive Education of Indiana University has assigned Earl P. Tregilus to each of the five groups as leader and instructor. Dates and places of the group meetings, with the name of the person in charge of organizing each, are:

Richmond, week of November 6; Richard A. Jessup, Richmond Home Laundry Co.

LaFayette, week of November 13; George H. Bender, American Laundry Company.

Fort Wayne, week of December 4; Walter Jones, Troy Laundry Co.

Terre Haute, week of December 11; Victor K. Larsen, Hunter Launderers & Cleaners, Inc.

Evansville, week of December 18; Joseph S. Coughlin, White Swan Laundry & Cleaners.

#

Recent Meetings: The Quarterly Conference of the California Drycleaners Association was held August 12 and 13 at Santa Cruz, with an attendance of about 175. President Frank S. Shank of San Jose presided and general chairman for the successful meeting was Marvin S. Kerrick of Kerrick Laundry & Dry Cleaning Plant, Santa Cruz, a director for District No. 10. A feature of the meeting was a spotting demonstration at Vapor Cleaners, with owner Ken Marion as host. The next Quarterly Conference will be held at the Hollywood Roosevelt Hotel on November 11 and 12.

The Dry Cleaning Plant Owners Association of Central Jersey met at West Long Branch, New Jersey, with

New CRI Manager: D. D. Williamson, president of the Canadian Research Institute of Launderers and Cleaners, and the Executive Committee have announced the appointment of H. Arrell McKelvey as general manager of the Institute. Mr. McKelvey succeeds Ernest Finlayson, who resigned to accept an executive position with the American Conditioning House, Inc., laundry, drycleaning and textile consultants in Boston, Massachusetts.

Mr. McKelvey has been associated with the industry for the past 20 years. From 1930 to 1945 he was manager of a drycleaning plant in his home town of Hamilton. In 1945 he became Ontario representative of a well-known drycleaning and laundry ma-



H. A. MCKELVEY

town of Hamilton. In 1945 he became Ontario representative of a well-known drycleaning and laundry ma-

LINCOLN HEYES, PRESIDENT OF
One of Southern California's Largest
Retail Dry Cleaning Plants,

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DYE WORKS INC.
CLEANERS & DYERS
SINCE 1913



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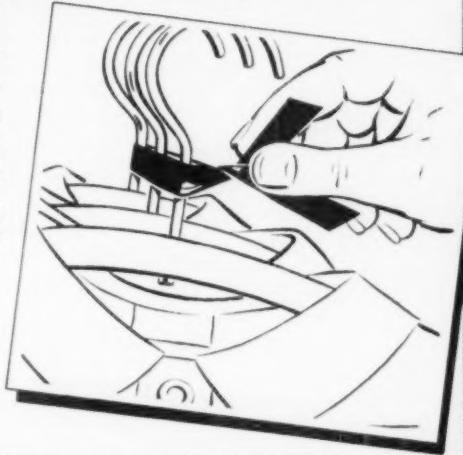
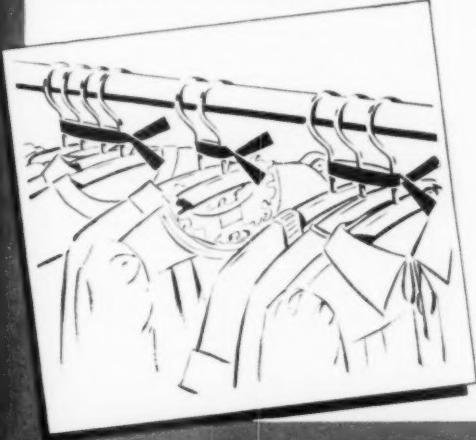


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City _____ Zone _____ State _____

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MANUFACTURED
BY GERMAINE'S
GERMACO PRODUCTS DIV.

Udo Anckarstrom of Spring Lake presiding. A discussion of the impact of the present economic and political situation on the industry led to plans for cooperative purchasing. The meeting also discussed plans for better public relations.

#

Royal Birds Honor Lawrence: At a recent meeting of the Portland (Oregon) Cage chapter of the Royal Birds, a West Coast organization of drycleaners and laundrymen, tribute was paid to S. W. Lawrence on his 80th birthday. Mr. Lawrence, who founded the Portland Laundry and Dry Cleaners with his brother, George, half a century ago, is the only member with the title of Grand Moral Bird.



GRAND MORAL BIRD S. W. Lawrence,
charter member of Royal Birds

Other dignitaries of the Portland chapter are Grand Chief Dwain Lawrence; Super Grand Chief L. A. Sammons; Grand Lecturer Al Rawlinson; Grand Secretary-Treasurer Alfred Osmund; Grand Chamberlain Tom Georges and Grand Provider Percy Allen.

The Royal Birds, which was founded 25 years ago at Eugene, Oregon, hold luncheon meetings of local chapters and an annual banquet attended by delegates from all cages. The one inflexible rule of the organization is that no business may be discussed at luncheon meetings or the banquet, with a stiff fine for penalty.

#

New Local Groups: The Tiffin (Ohio) Dry Cleaners Association was organized recently, with plans to hold monthly meetings for the discussion of industry prob-

lems. Officers are Dean Camper, president; Harry McClory, vice president; Oren Heyman, secretary, and Robert Zahn, treasurer.

A. P. Pilcher has been chosen president of the newly organized Kanawha Valley (West Virginia) Dry Cleaners Association. Other officers are C. W. Barker, vice president; J. E. Krebs, secretary, and Emory F. Caverder, treasurer. Directors include B. E. Mathes, John B. Aiken and C. F. Grimaldi. Aims of the new group were given as promotion of integrity, good faith and principles in the industry; gathering and distribution of information.

Harry Gale, Edgewater Cleaners, was chosen president of the newly formed Toledo-Lucas County (Ohio) Dry Cleaners Association. Other officers are Ralph Jennings, Canary Cleaners, vice president; Mrs. Esther Sterchi, Mayfair Cleaners, treasurer; Leo Black, Woodmont Cleaners, secretary; Roy Nisley, Nisley Cleaners, sergeant-at-arms. The board of control consists of Louis Balogh, Hubert Bolden, David Cornelius, Vince Gigliotti, Nicholas Shemas, Robert Pacholski and John Sams. The organization, which represents 150 cleaning plants, was formed to promote better understanding of industry problems and to undertake an educational program, Mr. Gale stated.

The Dry Cleaners Guild of Greater St. Louis (Missouri) was organized recently with the aim of promoting better understanding between cleaners and their customers and of providing mutual assistance in raising the standards of the industry. Member plants are AA, Big Bend, Clubb, Correnti, Crown, Delmar, Eddie Loop, Goodyear, Hampton Village, Hi Pointe Lake Forest, Lungstras, Mi-Lady, Multack's, Nu-Life, Old Orchard, Parkmoor, Raney Plants No. 1 and No. 2, Regent, Ross, Southway, West Florissant and Wilmington Cleaners.

Twelve drycleaning plants of Elkhart, Indiana, recently formed an association to provide a clearing house for trade problems. Officers are R. B. Collins, president; George Hodge, vice president, and Mrs. Myrtle Anderson, secretary-treasurer.

N. I. C. D. NEWS

Emergency Bulletins: Representing the drycleaning industry on the National Planning Committee of Textile Maintenance Industries, the NICD issued in August two news bulletins relating to the current emergency. One was "The Effects of Federal Labor Laws on Government Contracts for Drycleaning, Laundering or Linen Service," and the other on standards for deferment of reservists. The Institute will continue to advise members of events that concern drycleaners during the emergency.

#

New Technical Bulletins: A bulletin issued by NICD in August called attention to two difficult fabrics, silk organza and a "permanent pleated" fabric. The bulletin described and illustrated the fabrics, told how to handle them, and advised accepting "Petti-Pleat" garments at the customer's risk.

#

Water-Repellent Tests: The NICD reports that members have shown a great deal of interest in its recent technical bulletin giving results of tests on 34 water repellents. The trade products were used in ac-

cordance with the manufacturers' directions, on both new fabric and previously drycleaned fabric, and rated according to the degree of water repellency produced. The bulletin also reported whether water repellents used in drycleaning solvents required heating during mixing and application and gave flash points of the tested products.

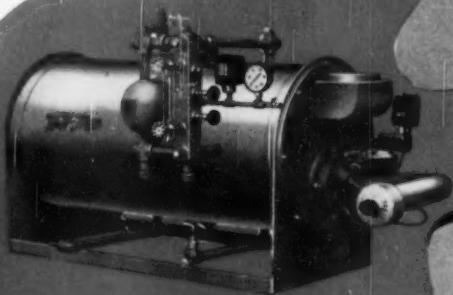
#

Sixth Silk Finishing Class: Two weeks of special training and study were completed on August 25 by



ALL SMILES from the sixth silk finishing class

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for you!*



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"LITTLE SCOTCHMAN"
SCOTCH MARINE BOILERS

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Boiler Service

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- Complete and compact . . . ready for installation . . . fully insulated . . . no lagging or brickwork.
- Thrifty, low-cost operation . . . Scotch Marine, "two-pass" design saves fuel . . . longer tube life.
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With "custom-fitted" service, your boiler puzzle is solved for a long time. Your steam requirements are figured by the man who knows your equipment best — your Hoffman representative. He helps you select the "Little Scotchman" model exactly right for your present and future requirements. It's a can't-be-copied service — ask for it, and for the full details on "Little Scotchman" big savings, low prices and easy terms. Write or call today.

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the sixth silk finishing class. Students were: Murray P. McCluskey, Sylacauga, Alabama; Hazel S. Price, Big Stone Gap, Virginia; Genevieve Santos, Gary, Indiana; Ruth V. Shank, Westminster, Maryland; Ruth D. Simmons, Oklahoma City, Oklahoma; Dorothy L. Tuck, Lynchburg, Virginia, and Irma M. Will, Delphos, Ohio.

Two more silk finishing classes will be given in 1950, one beginning on November 6 and the second on November 20.

HELP FOR ALUMNI SOCIETY

Addresses of Missing Graduates Wanted for Revision of Roster

ABOUT 5,000 men and women have been graduated from various classes given by the National Institute of Cleaning and Dyeing. A large portion of these were listed in the Alumni roster published January 1, 1949. Since the listing was by state and by city or town, it made it quite handy for other graduates to locate fellow alumni in their immediate area.

There are now about 800 graduates who have moved leaving no address with the Alumni Society. To assist in preparing a new roster the officers of the Society are urging all alumni and all friends of the Society to run down the list below for friends and acquaintances who once attended Institute courses. Please address any information to *Miss Edna M. Michelsen, Secretary-Treasurer, NICD Alumni Society, Silver Spring, Maryland.*

Some of the individuals listed have been in touch

Aasa, Fred W. (69)
Abdallah, David (21)
Abbott, Alton (12)
Adams, William F. (15)
Adamske, Sylvester W. (4)
Alden, David H. (64)
Albertus, Walter O. (67)
Amund, Stanley (33)
Allsop, Jack (12)
Alleman, H. L. (11)
Alexander, George (70)
Anderson, Roland (16)
Andreasen, John J. (48)
Andrews, Tally J. (67)
Anson, Clarence (23)
Andrews, Dwight L. (1)
Appell, Samuel (12)
Arakelian, Puzant K. (6)
Arakelian, S. Edward (31)
Aring, Clarence A. (36)
Asher, Sheridan (33)
Ashley, John H. (39)
Aslanian, Berge H. (60)
Ausloos, Harry (33)
Aytes, Glenn R. (58)

Badger, Paul W. (11)
Bair, Howard L. (68)
Bakka, Gordon (20)
Balens, John B. (60)
Ballard, Guy S. (12)
Bannar, W. Cal (25)
Bantle, Optie R. (21)
Barkley, Billy B. (59)
Barkhuff, Warren T. (34)
Barker, Elwood I. (47)
Barnwell, Thomas B. (50)

Barry, Al J. (64)
Bassett, Lyle A. (65)
Beard, Johnny T. (71)
Beck, Frank F. (9)
Beck, Arnold D. (12)
Beitter, Frederick (50)
Bender, Forrest V. (21)
Benediktus, Walter K. (62)
Berg, H. R. (22)
Berglund, Harold C. (7)
Berlin, Morris (32)
Bernard, Harvey W. (59)
Bernstein, George (67)
Berta, John J. (43)
Bevis, Sam G. (66)
Bickmore, Lee D. (9)
Biddle, Robert B., Jr. (61)
Bigelow, Claude A. (60)
Birdwell, Arthur G. (4)
Bishop, Wayne (8)
Blau, Marvin (38)
Blue, Robert D. (66)
Bobbitt, E. E. (38)
Bogard, Wm. D. (3) sp.
Bogard, R. J. (50)
Bolin, Wesley H. (29)
Bollschweiler, A. F. (5)
Borer, Eugene (60)
Borowski, Anthony (18)
Bosbach, Albert (1) for
Bowen, John D. (35)
Bowen, Ernest (4)
Bowen, Thomas (3) sp.
Bower, Lionel G. (63)
Brady, John J. (42)
Bradley, Robert Wm. (59)
Branstrom, Theodore (13)

Over 1,000 Solvent Tests: The NICD reports that over 1,000 samples of solvent have been tested so far this year. Many members are said to have improved the condition of their solvent through this testing service.

The NICD is now sending 20-oz. bottles to members for samples. The quart bottles previously used were quite heavy and contained more solvent than needed for testing, while a pint bottle did not contain quite enough.

with personnel at the Institute but not directly with the Alumni Society. Because the organizations are separate there is no crossfiling of names or correspondence, nor can the Alumni Society budget stand such a setup. So you graduates who have lost touch, please contact "Miss Mike" directly.

It is proposed this time to send copies of the new roster to every graduate whose address is on record. Also, one copy of the *Alumni Spotlight* will be forwarded to all graduates to remind them of the fellowship they enjoyed while at school.

Miss Michelsen particularly wants news of alumni who have gone into the services as the Society plans to keep in touch with them.

The alumni are asked particularly to check on members of their particular class. Class numbers are shown in parentheses after each name.

Braun, Joseph A. (36)
Braunstein, Samuel (12)
Bray, Albert E. (61)
Breitwieser, J. E. (20)
Brennan, Arthur (9)
Brewer, Delmar E. (72)
Bricker, Kenneth (39)
Brock, Harold B. (6)
Brower, Peter H., Jr. (41)
Brown, Arthur H. (69)
Brown, Fred (29)
Brown, James O. (5)
Brown, Leo M. (1)
Brown, William Stinson (63)
Brubaker, John G. (57)
Bryan, Marcus T. (61)
Buckingham, D. Y. (58)
Buffington, Harold (13)
Buojons, Henry Jr. (60)
Burke, E. R. (12)
Burke, J. M., Jr. (10)
Bruner, Esther (9)
Burns, Charles E. (67)
Burns, Robert W. (68)
Burris, John W. (59)
Burton, Warren S. (11)
Burtwell, H. W. (10)
Busch, Alex J., Jr. (2)
Busch, P. A. (7)
Buspard, K. T. (34)
Bussey, Leonard J., Jr. (66)
Butler, J. Leon (5)
Buttino, Joseph W. (46)
Callanan, J. H. (2)
Callander, John (25)
Branstrom, Theodore (13)
Cambray, Lloyd (31)
Capalbo, Louis F. (61)
Carey, George N., Jr. (65)
Carlton, Marvin C. (58)
Carrier, Lucien H. (61)
Carson, Daniel O. (21)
Carter, Robert T. (61)
Casey, Norman (18)
Cesari, Amedeo (16)
Chaffee, Robert C. (61)
Chambers, Bernice (7)
Chandler, Edward V. (2)
Chappell, Philip C., Jr. (66)
Cherti, George K. (61)
Chevalier, Neal C. (60)
Cibel, I. J. (23)
Ciccarone, Gerard J. (62)
Clark, Glen (41)
Clark, Thos. W. (64)
Clark, W. Strachan (64)
Clarkson, Roger C. (27)
Clayton, Ben E., Jr. (29)
Clements, Charles (36)
Clobridge, Charles D. (7)
Cloud, Paul J. (68)
Cloutier, Clermont F. (61)
Cochran, Clifford E. (57)
Cogdal, John T. (66)
Cohn, Henry B. (34)
Cohen, Nat (11)
Cole, David W. (63)
Cole, Robert R. (50)
Cole, W. A. (51)
Collins, James E. (72)
Conner, Miss Ena (41)
Comstock, Francis A. (41)

(Continued on page 114)

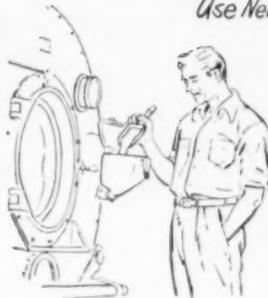
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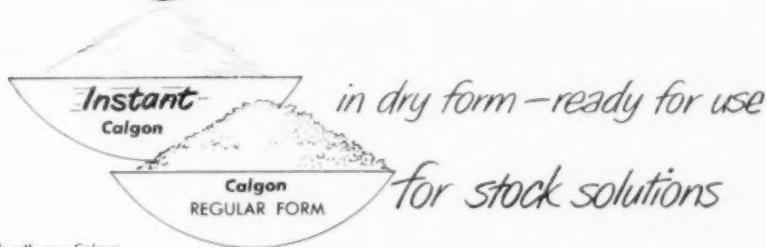
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You simply add new *instant* Calgon directly to the wash-wheel, hand-scrubbing soap, rinse tub, or rug shampoo solution. There is no need to make up a solution in advance. New *instant* Calgon is free-flowing, dissolves instantly at any water temperature. Available in 25 lb. drums or 100 lb. bags.

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- ★ Methods of removal
- ★ Instructions for removing 179 common spots and stains
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steam required.

Big 36" x 30" Recovery Tumbler, specially designed for deodorizing and highly efficient solvent recovery. Drum is made of corrosion resistant Galvaneal — smooth and efficient in operation. Temperature may be regulated to nature of load. Equipped with automatic exhaust ventilating system.

Holds 35 to 40 lb. load and operates on any set cycle to balance your present system. Price includes motor, clutch, fan, temperature regulator, heating and cooling coils, and lint trap . . . ready to operate. Fully guaranteed.

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Synthetic
PERCHLOR DRY CLEANING UNIT

MANUFACTURING DIVISION OF
MANITOWOC SHIPBUILDING CO.
512-16th Street,
Manitowoc, Wisconsin

(Continued from page 110)

- Compton, D. S. (44)
Condit, Paul W. (21)
Congdon, Robert J. (10)
Connolly, John H. (64)
Cooper, R. Glenn (6)
Coovert, R. W. (39)
Copleston, Louis M., Jr. (30)
Corbett, Samuel (2)
Corcoran, James W. (69)
Cornier, James T. (32)
Coros, Katska C. (57)
Coronel, Frank R. (70)
Corts, John M. (8)
Coupe, Thomas J. (64)
Cowger, Don (22)
Cox, James Monroe (65)
Cramer, Gerard O. (20)
Cramer, Wayne W. (43)
Crawford, A. James (9)
Creel, Leo B. (32)
Crowder, Francis D. (18)
Croxtton, T. C. (12)
Cutshall, H. G. (15)
Cutshall, Dean C. (39)
Cutler, Carl L. (5)
Culver, Cortland (68)

D'Agostino, Elena (16)
Davis, Elmer L. (57)
Darrah, Richard H. (70)
Davidson, Joseph (3)
Davies, Wm. O. (46)
Davis, D. E. (45)
Davis, S. E. (16)
Davis, Shelton (42)
Day, James M. (2)
Deal, Frederick (41)
De Cino, Nicholas (66)
Dehesa, Leonel M. (69)
Degutis, John (31)
Delaney, Paul M. (4)
DeLuca, Samuel J. (56)
Demarzio, Clement Phil (57)
Dempsey, B. A. (7)
Denig, Warren (6)
Denison, C. P. (5)
DeRouhe, Russell E. (68)
Derm, John F. (63)
Devan, Robert E. (33)
Devoy, B. A. (17)
Dierkes, John J. (62)
Dickson, Wm. T. (56)
Dix, Robert S. (67)
Doherty, Frank J. (22)
Doke, Mrs. H. R. formerly Miss Lilah C. Rogers (15)
Douglas, J. L. (44)
Douglas, Steve (71)
Downs, Kenneth (35)
Driscoll, Wm. D. (59)
Dudley, LaMont (63)
Dumais, Eugene (64)
Dunn, Hunter H. (66)
Dumphry, Paul E. (65)
Dye, Howard L. (7)
Dyer, Bradford (41)
Dyer, George W. (69)
Dyerly, M. Vernon (19)

Edgar, Rachel, Dr. (9)
Edquist, Clarence (47)
Edwards, Decker B. (47)
Effron, Harry (8)
Efros, H. (39)
Eichelberger, George W. (57)
Ellis, C. Wesley (13)
Elliott, John F. (66)
Elliott, Mrs. DeRonda R. (17)
England, Byron M. (67)
Enke, Wm. H. (67)
Epstein, Louis (20)
Ergenbright, Robert F. (65)
Evans, Milo (8)

Falvey, John M. (18)
Fatis, B. O. (15)
Farschman, Clarence F. (36)

Faulkner, J. Richard (50)
Feldheim, Milton J. (27)
Fern, Frank (62)
Fibison, John A. (27)
Field, Louis (64)
Fisher, Robert C. (30)
Florence, Rene E. (59)
Forte, John G. (42)
Fowler, Everett (16)
Fournier, F. (1) fur
Fox, Thomas F. (5)
Fox, U. John (39)
Frank, Bernard A. (64)
Frankel, Philip F. (16)
French, Lloyd R. (8)
Friedl, Albert (10)
Friedland, Harold (36)
Friedman, David W. (58)
Friedman, Gerald (64)
Friesen, Richard S. (58)
Fritz, Cyril C. (66)
Fuchs, A. R., Jr. (18)
Fuchs, W. D. (46)
Fuller, Milo (1)
Futerfas, Irving (4)
Faith, Joseph (15)

Gabriner, Herman (7)
Gaffney, Francis (18)
Galbraith, D. W. (20)
Galloway, Harold R. (67)
Gardner, Bernie (1)
Garner, S. H. (5)
Garrett, James W. (62)
Garrett, R. Lee (39)
Gaubatz, George G. (Honorary)
Gearhart, J. M. (35)
Gelb, Elliott L. (61)
Gelber, Jack (16)
Gendusa, Jos. L., Jr. (43)
Genet, G. Rodman F. (14)
Gentry, Edgar C. (43)
George, Albert (17)
George, Norman (2) sp.
Gerber, Max (11)
Gesel, Clement W. (63)
Ghazarian, R. P., Mr. and Mrs. (15 and 6)
Ghee, George W. (7)
Gick, Michael (23)
Gilcrease, Elmer (11)
Gilcrease, Perry (11)
Gillespie, Robert F. (21)
Gilmore, Francis A. (13)
Ginter, M. M. (9)
Glevy, Margaret (10)
Glevy, Charles F., Mr. and Mrs. (10)
Givens, James T. (39)
Glick, Karl (15)
Glueckert, George W. (66)
Goberman, Charles A. (69)
Golden, John W. (34)
Goldblatt, Louis (47)
Golden, Michael L. (65)
Goldenberg, George (12)
Goldenberg, Meyer J. (4)
Goldstein, Daniel (52)
Goldstein, Maurice (32)
Goldstone, Gerald W. (47)
Golly, C. W. (12)
Gordon, P. P., Jr. (2)
Gramon, James F. (39)
Gray, C. C. (59)
Gray, Edwin R. (12)
Gray, Herbert C. (27)
Gray, Robert, Jr. (52)
Green, Herbert (50)
Greenblatt, Wilfred (36)
Greengard, Myron (46)
Gregg, Lester M. (64)
Geffith, John A. (57)
Griggs, Walter H. (4)
Grissom, W. G. (3) sp.
Grout, John F. (64)
Grossman, Robert M. (55 and 62)

Guccione, Joseph W. (66)
Guil, Berlin J. (39)

Haeger, Rustan (60)
Hahn, Ernest Edward (57)
Halper, Alton (7)
Halgrim, Anna (18)
Halvajian, M. G. (1) sp.
Hamilton, Walter L. (6)
Hamlin, R. A. (8)
Hanifan, John F. (24)
Hansen, Harold (5)
Harberson, G. E. (9)
Hardesty, E. D., Jr. (9)
Hargis, Clarence (16)
Harkey, Rolland E. (58)
Harmody, Mary (Miss) (54)
Harper, Edwin H. (64)
Harris, Alfred B. (56)
Harris, Ed. I. (15)
Harris, John T. (64)
Harris, Sherman (20)
Harris, William M. (74)
Hart, Hal H. (65)
Hart, James C. (47)
Harter, Joseph A. (32)
Haskins, James L. (17)
Hatcher, Osborne W. (9)
Hawkes, Melvin E. (57)
Hays, Charles E. (63)
Heddon, F. W. (17)
Helton, A. J. P. (66)
Hendin, Bernard J. (56)
Henderson, John T., Jr. (43)
Heist, Willard I. (12)
Heist, Charles, Jr. (12)
Hendricks, Earl C. (64)
Henry, George L. (1)
Henry, Harry H. (63)
Henry, Wallace B. (67)
Hicks, Joseph A. (4)
Higbee, George (24)
Hill, Willard R. (66)
Hinds, Eugene (24)
Hirsch, Jerome I. (48)
Hochberg, Sidney (7)
Hoes, C. K. (51)
Hogan, K. Patrick (13)
Holsinger, Shannon (64)
Hooks, J. B. (14)
Hoooks, V. V. (18)
Hoover, Howard M. (67)
Hopkins, Leonard (13)
Horberg, David (19)
Howard, M. E. (16)
Hull, Robert S. (30)
Humphrey, Jennings (8)
Hunter, William F. (66)
Hutchings, A. E. (35)
Hyde, Roland M. (63)

Iverson, William J. (7)

Jackson, Joe C. (61)
Jackson, Marvin H. (63)
Jackson, R. I. (9)
James, Ed M. (66)
James, Robert C. (63)
Jennings, John M. (58)
Jernigan, Juanita L. (58)
Jewell, Marice (69)
Johnson, Harold L. (62)
Johnson, Hunter G. (4)
Johnson, Kenneth C. (32)
Jones, Charles A., Jr. (63)
Jones, Demmie, Jr. (57)
Jones, H. M. (31)
Jordan, Ray C. (69)
Juskalian, James M. (4)

Kahn, Gus (27)
Kaiser, Curtis (16)
Kane, Melvin (17)
Kaminski, Stanley F. (65)
Kane, Simon (58)
Kasfir, Leah (9)

Katz, Sol (25)
Kelly, John R. (64)
Kelley, Mrs. Nellie, formerly Hufft (9)
Kelly, Eugene F. (14)
Kelly, Eugene (41)
Kenny, Leo Paul (46)
Kerstetter, James B. (63)
Kimerk, James F. (34)
King, Charles S. (15)
Kleefeld, William E. (63)
King, Lucien, Jr. (44)
Klotz, C. Lobert (67)
Kneen, Howard V. (50)
Knappen, Robert H. (68)
Kmen, Kalter (56)
Knoblauch, Martin S. (62)
Koemgen, Joseph G. (30)
Kohler, Donnet F. (59)
Kohler, Louis C. (65)
Kooman, Irving (64)
Kopiec, Katie, Mrs. (49)
Kopyscinski, Samuel (21)
Korkuc, Chester H. (69)
Kotler, Harold A. (34)
Kramer, C. (8)
Kravitz, I. (59)
Kronen, Stuart F. (67)
Kullmer, John Jr. (8)
Kussman, L. E. (53)

Lacewell, Hardeman (65)
Lamb, James E. (19)
Lamont, Jack V. (64)
Lange, Alfred (18)
Largent, J. W. (58)
Larson, Bennie M. (66)
Laughlin, J. H. (61)
Lavertu, Ernest (2)
Lee, Leon K. (15)
Leeper, Frederick R. (57)
Lefevre, Theodore (6)
Leffel, Gilbert M. (59)
LeSeure, Raymond (7)
Leske, W. F. (21)
Levine, George D. (12)
Levine, Henry S. (16)
Levine, Jack (59)
Levy, James F. (2)
Lewis, Paul (12)
Lindahl, Marlin S. (64)
Lindquist, Norman (9) sp. & w.
Lindstrom, Melvin (3)
Littlefield, Robert F. (65)
Loehr, John, Jr. (1) fur
Loket, Harry S. (8)
Loubert, Stanley (1) sp.
Lunenberg, Lillian J. (10)
Lutz, Otto E. (50)
Luton, Paul E. (6)
Lynch, Charles Z. (24)

McAlister, Mrs. Ruby (25)
McCarthy, Thomas G. (37)
McCashin, Patrick J. (47)
McCurdy, D. C. (56)
McDonald, D. (16)
McEllish, Ada (53)
McGowan, James K. (67)
McGroarty, C. J. (68)
McIntyre, O. C. (14)
McHale, Russell B. (61)
McIntosh, Addie (1) sp.
McKalvia, Mary (Mrs.) (54)
McKeel Daniel W. (64)
McKevily, Laverne H. (15)
McKenzie, C. Sheldon (61)
McNerney, Leo (18)

MacDonald, Alexander (33)
Machanic, Philip (30)
Mackoff, Samuel S. (2)
MacLeod, John (32)
Macy, Roger (55)
Maddox, Clarence (18)
Madsen, Grant L. (58)

(Continued on page 116)



"HAND-PRESSING" RESULTS

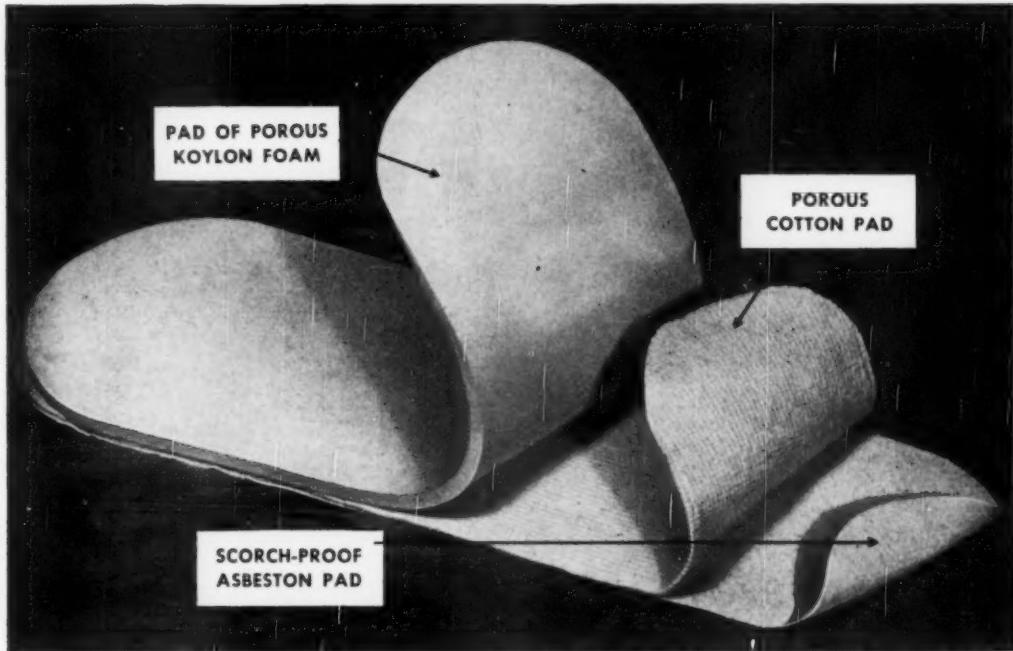
WITH NEW

U.S. Koylon[®]
FOAM

Pressing Pad

INSULATED WITH FLAME-PROOF

ASBESTON[®] FABRIC



Range of sizes • Easy installation
Molds to shape, pad trims evenly
over edge

MORE EFFICIENT • MORE ECONOMICAL

- | | | |
|---|--|---|
| | | |
| • NO breaking or crushing of buttons, zippers | • Quick steam and vacuum. Reduces training time. | • Cuts maintenance and replacement costs. |
| • Less shine on fabrics | • No Lint | • Increases safety |

You get far better work—faster, easier, too—with real safety of operation. For this pad smooths and presses, yet fluffs up fibers—prevents suit shine. Buttons and zippers sink into the foam, so they won't break. The layer of Asbeston, woven with rock asbestos is fire-resistant. Discover the revolutionary advantages and economy of this pressing pad. Available only through your jobber.



UNITED STATES RUBBER COMPANY

Koylon Foam Division, Mishawaka, Indiana • Serving Through Science

(Continued from page 114)

- Maddux, Hugo L. (47)
Maher, Lawrence K. (10)
Malek, Bob, Jr. (39)
Malkov, Bernard (2)
Mallett, Dell H. (6)
Mariolle, G. P. (62)
Marlowe, Harry, Jr. (49)
Marques, Miguel A. (24)
Marsden, Mrs. Alberta (3)
Marshall, Sam E. (21)
Martin, Robert William (71)
Martinez, Carlos A. (6)
Massel, Henry (63)
Matthews, J. W. (18)
Maurer, Charles E. (63)
Maxwell, Grace (10)
May, John W. (59)
Meadows, J. Donald (17)
Mehnicone, William B. (70)
Mettert, Wendell G. (47)
Mevers, James S. (59)
Miller, Albert W. (47)
Miller, C. E. (37)
Miller, Edwin J. (56)
Miller, Harold (19)
Miller, P. J. (22)
Modney, Wm. (52)
Moll, Nelson (7)
Mondine, Rene A. (35)
Montgomery, E. R. (39)
Montgomery, Horace M. (5)
Moore, George (56)
Moore, J. Irwin, Jr. (51)
Moore, Orlin W. (63)
Moore, Ralph P. (60)
Morales, Lorenzo (13)
Moreland, Dwight W. (16)
Moreland, Ira (57)
Morgan, Harry H., Jr. (60)
Morgan, Sam J. (36)
Morrow, John A. (51)
Morris, Donald J. (64)
Motley, G. W. (6)
Mower, B. F. (9)
Murphy, Thomas Victor (58)
Murphy, Edward B. (47)
Muse, J. Erving (36)
Myers, Chadwick H. (38)
Myers, Kathryn G. (10)
Myers, Kent E. (15)

Nalbandian, Edward (67)
Nash, Harry R. (67)
Nauta, Andrew J. (5)
Neal, Donald C. (3)
Nelson, Mrs. Essie Mae (13)
Nelson, Miles W. (12)
Newman, Nathan (70)
Newport, Vada (2) fur
Neyhart, J. K. (12)
Nichols, Wayne B. (71)
Nielsen, Carl M., Jr. (64)
Noldy, Fred (8)
Norman, Spurgeon T. (39)
Normington, Joshua L. (57)
Norwood, L. A. (16)

O'Connell, John M. (21)
O'Connor, Robert M. (66)
Oesterling, J. Fred (Dr.) (6)
Ortrick, Harry Abert, III (48)
Osbaldeston, James (25)
Ottman, Paul B. (28)
Ouellette, Raymond J. M. (10)

Page, Reginald (12)
Pacquette, C. W. (18)
Parker, Glen (7)
Parker, Roy (13)
Parker, Wm. M. (7)
Passaro, Joseph (31)
Pastor, Harry (7)
Pasquith, Austin C. (18)
Patterson, J. N. (19)
Patterson, H. B. (39)
Patton, Jack F. (64)

Pearson, Albert L. (57)
Peepcorn, N. A. M. (31)
Perkins, Clyde (61)
Peters, Roland (13)
Phillips, Aloysius J. (64)
Phillips, Edward R., Jr. (68)
Piatti, Alfred C. (2)
Pierce, Charles (8)
Pierce, Ray (11)
Pierson, J. E. (5)
Pinajian, Leon (6)
Pohlman, Charles G. (66)
Pollard, Leroy (58)
Pollock, Roy (43)
Polselli, Andrew B. (33)
Porkert, Lloyd G. (45)
Portwood, O. F., Jr. (2)
Poteau, Richard L. (63)
Powell, John B. (4)
Preslopsky, Joseph (66)
Price, LeRoy S. (62)
Priesskorn, M. C. (9)
Pritchard, Millie B. (9)

Quinn, John R. (11)

Randall, C. B. (6)
Rascovar, Roy L. (59)
Rasmussen, Homer S. (65)
Rathfis, B. B. (7)
Rauen, Peter M. (18)
Rawlins, O. J. (48)
Raynes, Lawrence P. (63)
Redford, W. C. (27)
Reed, T. C. (8)
Reeder, Earle B. (66)
Regur, W. L. (2)
Reichart, Sidney (2)
Reimhardt, Walter (19)
Rensin, Kenneth C. (6)
Reynolds, David E. (67)
Reynolds, Merle A. (60)
Rezab, Harry (43)
Rhoads, L. D. (53)
Rhodes, Lyman L. (6)
Rice, Chester O. (7)
Richards, W. D. (51)
Riddle, Robert B., Jr. (59)
Rinaldi, Ralph C. (67)
Rivkin, J. L. (1) sp.
Roach, Harry J. (24)
Roan, Alton (24)
Roberts, John E. (44)
Roberts, John E. (57)
Robertson, Hector R. (12)
Robinson, James H. (61)
Robinson, Laddie Richard (70)
Rosendale, Henry F., Jr. (50)
Rosicky, Frank J. (36)
Rothrock, Ray E. (31)
Rucker, Bertha A. (4)
Rudlie, Earl H. (59)
Rude, Elbert D. (41)
Rudnick, Albert (20)
Rushing, E. A. (29)
Ryan, Blake (47)
Ryan, Eugene (11)
Savard, Ralph K. (17)

Sackley, Abe. (21)
Sanders, Wayland B. (23)
Santuccio, Sebastian (46)
Suponare, Pascal (20)
Sather, Stanley (20)
Satchell, Richard L. (67)
Saunders, Beech J. (47)
Sawyer, Jack, Jr. (4)
Sayer, Leon (15)
Saver, Paul (1)
Schaffer, Ralph F. (39)
Schaeffer, Wm. M. (70)
Schatz, Meyer (60)
Schaff, Jack (59)
Schifflet, M. C. (27)
Schmidt, George (23)
Schmidt, R. H. (20)

Schomberger, Felix (27)
Schulthesess, Charles G. (6)
Schwarzenburg, Oscar C. (59)
Schwenk, Walter, Jr. (45)
Scott, Sam R. (65)
Scoggins, J. B. (12)
Scott, William J. (68)
Seidel, Walter (42)
Seidl, Ludwig F. (65)
Seidel, Wilbur J. (6)
Seifert, Harold W. (5)
Selph, Herman G. (58)
Semperian, Peter (10)
Shady, Scott (24)
Shaffer, Wm. B. (1) sp.
Shalett, Melvin (43)
Sharkey, D. J. (8)
Sherlock, Andrew J. (1)
Shelton, Mrs. Marjorie (41)
Shipin, A. (27)
Shroyer, George B. (19)
Shuman, Albert (60)
Shupe, Ralph (7)
Sibel, Jerome (32)
Sica, Thomas J. (60)
Siderf, Edward (3) sp.
Steminski, Alfred D. (30)
Silverman, Morris (36)
Simon, Arthur D. (33)
Simon, Harry (60)
Simons, Bernard A. (36)
Simpson, Earl A. (13)
Sinnett, Kermit (15)
Slater, Wm. W. (11)
Smart, Bob (18)
Smith, Charles M., Jr. (20)
Smith, Clement G. (47)
Smith, Donald M. (1)
Smith, Edward B. (3)
Smith, John M. (61)
Smith Kirk (9)
Smith, Lewis M. (52)
Smith, Wesley E. (63)
Soffin, Carl R. (6)
Soghoian, Sam (69)
Sorey, Jack (35)
Soter, Fred (69)
Spatz, Harry W. (3) sp.
Spinning, Dennis T. (35)
Spira, Sanford (2)
Sprayberry, William (63)
Staley, H. E. (3)
Stamfield, Earl L. (67)
Stanbury, S. F. (58)
Staub, Walter F. (47)
Steel, Fred (44)
Steele, Douglas L. (64)
Steel, Fred C. (42)
Stengel, Stanley J. (69)
Stevenot, Herbert A. (11)
Stockhoff, Hyman R. (68)
Stotts, John B. (18)
Strickland, W. H. (27)
Stroberger, C. H. (21)
Struzynski, Casimir (10)
Sullivan, Donald (43)
Sullivan, John J., Jr. (49)
Summers, Russell W. (46)
Swanson, Charles B. (20)
swerdlow, Louis (14)
swindell, Sam (17)
Szeto, Frank (15)
Szeto, Hilton (15)

Tannenbaum, H. S. (9)
Tapley, R. E. (8)
Tarbell, Leonard E. (72)
Tarter, Jewell H. (9)
Tate, Clarence E. (57)
Taylor, Louis E. (65)
Taylor, Melvin (60)
Taylor, R. Wayne (15)
Templeton, Wm. L. (12)
Terrell, Claude A. (72 and 4M)
Tevis, Russell (10)
Thaxton, C. B. (36)
Thomas, Miss Mary Margaret (45)

Thomas, Walter L. (59)
Thompson, A. M. (21)
Thompson, George A. (65)
Tipts, J. J. (45)
Tissue, Frederick M. (72)
Tomlinson, Edgar E. (58)
Toms, Maynard G. (41)
Towell, Floyd (61)
Treese, William S. (10)
Trickey, Lee W. (39)
Tryon, F. B. (31)
Tubis, Emmanuel J. (57)
Turner, Howard A., Jr. (44)
Turner, Kenneth D. (70)
Turner, W. A. (16)

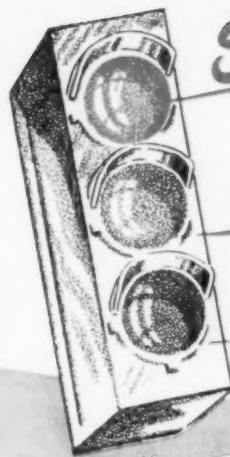
Underwood, Percy H. (4)

Vaegemast, John J. (70)
Vance, Loyd C. (18)
Van Hee, Dewain (70)
Van Sant, P. (13)
Vermeers, Marvin (22)
Vickers, Eugene (9)
Victor, Herbert I. (57)
Vliet, Otto F. (12)
Volk, Kenneth R. (56)
Voss, Floyd (30)

Wade, James O. (67)
Wade, Richard L. (47)
Wadsworth, Walter W. (15)
Wagner, Wm. T. (13)
Waldorf, Ralph (60)
Waldrup, Jeffie K. (63)
Waldrup, O. T. (7)
Walker, Carl L. (5)
Walker, Clifford H. (3)
Walker, Jesse F. (63)
Walker, Thomas H. (65)
Wallace, A. R. (27)
Ware, E. C. (62)
Webb, Guilford (70)
Webb, John (5)
Weeks, Charles B. (66)
Weihe, Adolf (7)
Weingarten, Herman (12)
Weiss, Carl V. (60)
Wells, H. S. (3)
Wells, Jerome P. (31)
Werner, Wm. J. (57)
West, Lathan A. (70)
Whittaker, Merle (53)
Whitecomb, Arthur C. (2)
White, J. H. (3)
White, Ralph (62)
Whittington, John D. (56)
Willey, Grant W. (66)
Wilke, Richard (66)
Williams, John H., Sr. (59)
Willison, Frank H. (3) sp.
Wilson, C. Walt (1)
Wilson, J. Edward (16)
Wilson, W. R. (44)
Winkler, George, Jr. (20)
Winkler, Robert C. (58)
Wisner, Mrs. Dean (7)
Woehler, Victor H. (9)
Wolf, Isadore (16)
Wolf, Neville (21)
Wolski, Edwin L. (12)
Wood, L. F. (1) sp.
Woodall, Harry (28)
Woods, Francis (44)
Word, Hal L. (46)
Wright, Clarence E. (35)
Wright, E. C. (27)
Wright, Noel O. (8)

Yestan, Adam (8)
Young, Robert G. (6)

Zakarian, Armand D. (67)
Zanders, Roy (17)
Zuiderveld, Wm. (20)



STRATE is the only detergent with
these advantages:

No stock solution

Use "Strate" as it comes from the drums—
no mixing stock solutions.

Use a small quantity

With "Strate" you need a smaller quantity for
each load.

No sorting

With "Strate" it is not necessary to sort hard
and soft woolens, they can be cleaned together.

Clear—bright—soft cleaning

With "Strate" pressing is easier, no wrinkles—
reduced shrinkage.

No filter pressure

With "Strate" you have a minimum build up
of filter pressure.

No build-up in solvent

"Strate" is removable by any absorbent
powder or distillation.

Available in 55, 30, 15
and 5 gallon quantities



Write for full information
about STRATE. Order direct
from your jobber. When
ordering from Spix Products
Company give your
jobber's name and address.

Modern Research Cleaning Products . . .





OUTSTANDING SALES RESULTS were brought by showerproofing poster which half hides owner Merle Saunders

POSTERS SELL SPECIALTIES

STORE posters to promote every service or season, such as water repellents, mothproofing, school opening, fur and wool storage or spring house-cleaning, are used with outstanding success by Saunders Superior Cleaners of Eugene, Oregon.

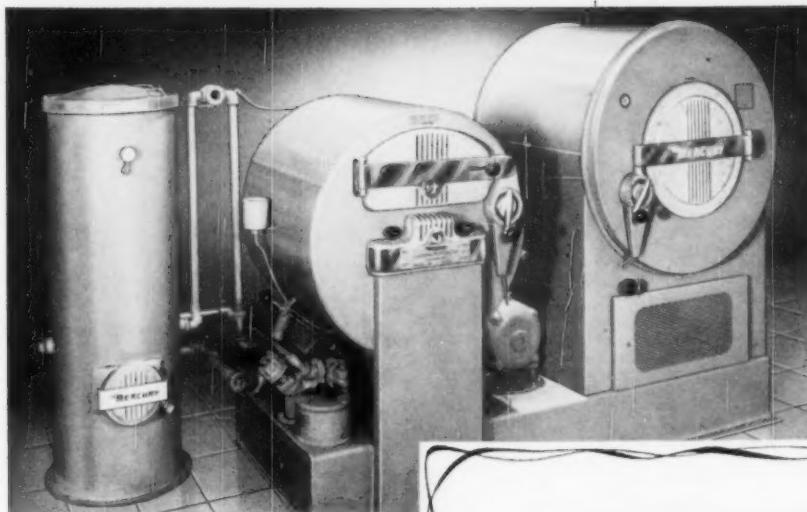
Built of cardbord and plywood with art work in fluorescent paint, the posters are displayed on the walls of the plant store. At night a small spotlight is turned on the posters so that they can be seen from the street

or sidewalk. They are made by a local advertising firm that specializes in that type of art work.

According to Merle Saunders, the proprietor, nine out of ten customers who come into the store look at the posters and comment when a change is made. To test their value Mr. Saunders used two showerproofing posters for one week. Without a single counter-girl suggestion, the posters alone brought in 59 orders for the water-repellent service. # #



SEASONAL ITEMS ARE PROMOTED as well as special services by posters featuring familiar cartoon figures.



Mercury, the Modern Petroleum Drycleaning Unit!

Washer-Extractor, Tumbler, 1000 GPH Filter, Pump and Storage Tank in one complete system.

Added Profits PAY FOR YOUR NEW MERCURY CLEANING UNIT!

*2900 Successful
Mercury Owners
in 48 States*
BOOTH 200 AT A.I.L. EXHIBIT
WRITE FOR DESCRIPTIVE LITERATURE

**MERCURY
CLEANING
SYSTEMS,
INC.**

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DEPT. 1B, CHICAGO 6, ILLINOIS
TELEPHONE Andover 3-5420

MERCURY OFFERS GREATER PROFIT MARGIN!

2900 cleaners in 48 States are making more Money with Mercury because Mercury requires a low initial investment, with low operating costs. Mercury owners report solvent consumption at less than \$1.00 per 100-lbs.

SAVES TIME, SAVES LABOR, SAVES SOLVENT!

Cleans and extracts in the same cylinder without extra handling of garments. No solvent loss thru transferring wet garments.

LOWER INSURANCE, SAFER OPERATION!

Mercury U/L listed unit protects you, your property and employees against hazards, and results in a lower insurance rate.

LOW INITIAL INVESTMENT FOR \$1000.00 — \$1200.00 WEEKLY VOLUME!

Compare the weekly volume capacity per dollar of unit investment with any other drycleaning equipment. Mercury may be purchased on low initial down payment and liberal monthly terms.

PRECISION BUILT—LOW MAINTENANCE!

Over \$100,000.00 invested in special tooling to produce precision parts—which insures you low maintenance.



MERCURY

MERCURY FILTERS, TUMBLERS AND STILLS SOLD INDEPENDENTLY

THE LATEST NEWS

The New Du Pont "ARIDEX" DCN— Renewable Water Repellent For Cleaners Using Petroleum Solvents

Here's the improved water repellent you've waited for . . . with dependable water repellency that's easy to obtain. Now, anyone using petroleum solvents in cleaning can get his share of water-repellent profits by using "Aridex" DCN!

Here's Why!

- ✓ "Aridex" DCN produces higher, dependable water repellency
- ✓ "Aridex" DCN is concentrated . . . which means lower costs and higher profits
- ✓ "Aridex" DCN, after dissolving at 80°-90°F., can be used at room temperature (75°F. or above)
- ✓ "Aridex" DCN can be applied to garments in your regular drycleaning washer, wheels or dip tank
- ✓ "Aridex" DCN is made by Du Pont . . . a name your customers know . . . and a name that helps you sell quality service

**THE NEW "ARIDEX" DCN IS AVAILABLE NOW!
ASK YOUR SUPPLIER ABOUT "ARIDEX" DCN TODAY!**

IN DRY CLEANING!

USE "ARIDEX" ON

WEARING APPAREL

Raincoats Topcoats
Jackets Snow Suits
Work Clothes Reversibles
House Dresses Ski Clothes
Evening Dresses Play Clothes
Uniforms Summer Suits
Sweaters Corduroys
Aprons and Smocks

HOUSEHOLD ARTICLES

Shower Curtains Slip Covers
Window Curtains Draperies



For information and sales-promotion helps, write Du Pont Textile Service Section, 40 Worth St., New York 13, N. Y. CORTLANDT 7-3966.

Aridex DCN
REG. U.S. PAT. OFF.
RENEWABLE WATER REPELLENT

DUPONT
REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY

QUESTIONS and answers



Marquise With a Sparkle

Here is a sample from a lavender marquise formal dotted with a sparkling substance. The West Coast store that sold it advised our customer to instruct us to use a "liquid glue sizing on it before it is cleaned, or all the sparkle would come off." Can someone do this job for me?—K.B., Wyoming

CAREFUL drycleaning appears to be quite possible with this fabric without loss of the glitter substance. The fabric sample tested stood up quite well. The sparkling dots are flecks of shiny metal embedded in glue at quarter-inch intervals. The glue appears to resist both solvent and water.

The fabric does contain heavy sizing that is soluble in water, but adding more sizing before drycleaning will only increase the stiffness and brittleness of the fabric. Moreover, it will coat and dull the flecks of metal. If the cleaner feels the fabric does need more body, sizing could be applied from the inside *after* cleaning. Finally, a coat of sizing applied over the dirt would defeat the purpose of sending the garment to the drycleaner in the first place.

Rubbing is the action most likely to remove the flecks of metal. The owner of the dress will find that out as seat, elbows and other contact points lose their brilliancy (!).

The gown should be prespotted with a dry spotter. No rubbing with the spotting brush and very light tamping. It is best to depend on soaking stubborn dirty areas with prespotter to clear them up, without mechanical action.

The dress should be rinsed only a few minutes in clean solvent, extracted, and hung to dry in the cabinet, rather than tumbling it.

We'd like to have that store tell us how to do it their way!

Top Dye on Gabardine

These gabardine trousers changed from a warm brown to the present yellowish tan. They were drycleaned and wetcleaned, but only standard supplies were used.—G.C.D., Massachusetts

THIS garment has been "top dyed." It was dyed once to the tan shade, then dyed again with a much darker brown to produce the "warm" shade you mention. This could have occurred in the yard goods, if the dyer needed to fill out an order that may have lacked a few yards.

In the ordinary wool garment treated to one dye, considerable dyestuff may bleed off in a soap-and-water solution before a noticeable change occurs in the shade of the garment. But where a top dye has been used to change the shade or tone of another dye, any bleeding of the top dye is bound to show immediately as the first dye is more and more exposed.

The danger of top dye loss is greatest when gar-

ments are wetcleaned in the wheel. There is no opportunity to notice the coloring of the bath and the damage is done before the bleeding is stopped.

Gabardines seem to be the chief offender in top-dye loss. Hand-brushing is safest both for detecting dye in the water and minimizing shrinkage. If the wet-cleaner is suspicious of gabardines beforehand they should be tested on a hidden seam with a drop of ammonia on a white blotter or cloth.

If color shows on the blotter, add an ounce of acetic (28 percent) to every gallon of water in the wetcleaning bath and use a neutral detergent in brushing out the garment.

Lye No Acid

The customer says we spilled acid on these pants to cause the holes. We have no acid but rust remover, so what is the cause?—B.B., South Carolina

CHEMICAL tests confirmed by an ultraviolet-light examination show the holes to have been caused by a strong alkali (which is the opposite of an acid). Most likely, the alkali was caustic soda, known commonly as lye.

Actually, the entire front of these trousers has been splattered with the alkali, so more holes are likely to develop. You are in the clear because strong alkalis are not generally used in the drycleaning plant process in any manner. However, lye is used for such purposes as cleaning out drains and could easily have been splattered on the trousers by their owner.

The damage develops slowly on wool fabrics and the trousers are actually only partially damaged. They can stand ordinary wear but cannot stand the mechanical action necessary in the cleaning process.

Red-Lined Parka Wetcleaned

How can the red flannel lining of a gabardine "parka" be wetcleaned without the red running into the gabardine?—M.D.C., South Dakota

FIRST find out whether the red in the flannel or the dye stuff in the gabardine will bleed in either an acid or an alkaline bath. Drop some 28 percent acetic acid on a piece of white blotter, folding the blotter over once, and pinch the fabric tightly between the two halves of blotter. If the blotter is stained, then the fabric tested will bleed in an acid bath. The same process is repeated with a couple of drops of ammonia on a clean piece of blotter. This time, stains on the blotter will show that the dye will bleed in an alkali bath.

If neither the flannel nor the gabardine bleeds in the presence of acid or alkali, then the parka can be

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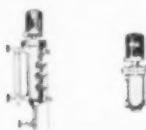
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Schaub Master-Bilt Boiler Feed Pump
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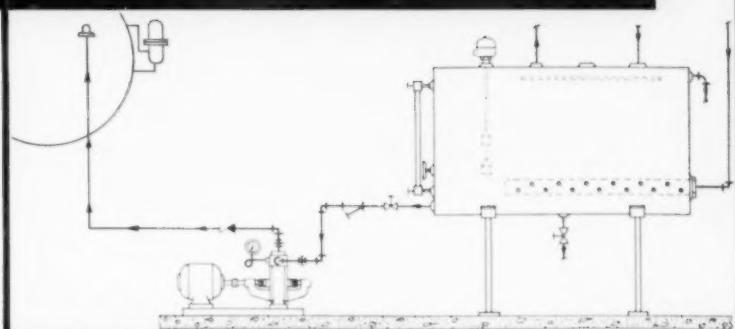


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Super-safe Magnetrol automatic pump control and low water cut-off is exclusive in Schaub Systems. No bellows to stiffen, no packing to bind, no tricky electrode circuits to fail. Magnetrol's tireless, friction-free magnetic force provides positive maintenance-free switching action at all times. Remember, BOILER SAFETY knows no PRICE!



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Compare a Schaub System detail for detail with any other... You'll quickly see why you get extra values—in **DEPENDABILITY**, in **MINIMUM MAINTENANCE** and **LONGER SERVICE LIFE**. When you buy a Schaub Boiler Return System, the *least* difference is the difference in price!

Schaub also builds Patented Heat-Reclaim and Spray-type Deaerating Systems for exacting requirements from 10 to 1000 Boiler Horse Power. Write for the new Schaub Catalog No. 55 which gives more information on all types of Schaub Systems.



VISIT BOOTH 76-77 at the A.I.L. Convention, Boston, Mass., Oct. 7-9

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washed without any worry so far as bleeding is concerned. If either color bleeds to both acids and alkalies or one bleeds to an acid and the other to an alkali, the parka cannot safely be wetcleaned. If one or both of them bleed to acid, then an alkali bath may be used. If both bleed to an alkali, then an acid bath is called for.

This is done by adding an ounce of the proper chemical to every gallon of water used in the bath. If the bath is acid a neutral soap must be used, since many wetcleaning soaps are alkaline in nature. Acids and alkalies neutralize each other. It is important to remember that the rinse water must also be treated so that the dye will remain set in the fabric until it has been blown dry on the windwhip.

Dye-Stained Raincoat

The red stains on the pocket and under the arm of this tan raincoat look as though a book or pocketbook printed off on the fabric. Can you confirm this?—L.S.D., New York

DECIDING the exact cause of these stains is impossible. Your analysis is more likely to be accurate, however, because there is a faint reddish cast to the underside of the sleeve and the underarm portion of the raincoat. Yet there is no such discoloration of the outside of the sleeve.

We doubt if you can remove the dye stains without affecting the color of the raincoat. You could attempt bleaching the entire garment in a water bath containing some titanium sulfate bleach. If both the color of the coat and the dye stains are carefully watched, you may be able to bleach out the stains before the color of the fabric or lining is noticeably affected. The garment should be rinsed carefully after the bleaching.

Mishandled Persian-Paw Coat

Last fall we cleaned a gray Persian-paw coat; we dipped or immersed it in our drycleaning washer and ran it for about $\frac{1}{2}$ minute in Stoddard solvent with a high level of solvent in the washer, and the pump circulating. Then we put the coat to drain on the board for several minutes and then extracted it and let it dry at room temperature on a hanger. Then we re-oiled the skins by spraying with a fur oil on the skin side.

The customer complained of an odor, and that several small pieces of skin had become hard, and also that a furrier told her that we took the natural oil out of the coat and it would not last and would become harsh.

The odor has since disappeared. We maintain that the skins are no harsher now than before cleaning; that the three or four skins that are a little harsh may have been there when she bought the coat; that if we spoiled the several skins we would have spoiled all of them as the whole coat was put through the same process. Also, that any natural oil that is in a fur is removed during tanning and it is replaced with other fur oil to make the skins pliable.

Were we at fault or negligent in the cleaning or handling of the coat? Are the foregoing methods acceptable and standard in the trade?—W.R., Massachusetts

YOUR inquiry contains so many individual problems that I must take them up one by one:

1. I am surprised that you attempted to clean a gray Persian-paw coat, if you knew what it was.

2. Immersion cleans furs just as that old-time farmer cleaned his barn of rats by burning it.

3. By putting the coat to drain on the board, extracting it and letting it dry at room temperature, you removed the leather oils, permitted the fur to shrink from its original nailed state, and possibly ruined it.

4. Fur dressers would be interested in the easy method of re-oiling skins by spraying with a fur oil on

the leather side. They "tramp" the oil in under pressure, working it into the leather, then removing the excess by sawdust drumming.

5. The odor was due to the excess oil left on the skin becoming rancid. Dressers drum it off.

6. The several small pieces of skin became hard due to the pelt leather drying out. Your oil-spray didn't help although the pieces might have been taken out of the garment, had the oil worked in, and been nailed out to dry soft again.

7. It is doubtful that three or four hard skins were in the coat, as you maintain. If they were, you should have found them on initial inspection.

8. It is not true that if you spoiled several skins you would have spoiled them all. In every fur garment some pelts are weaker than others. Furs are not woven in yardage.

9. It is true that the natural oil in a fur skin is removed and replaced but only a new skin is so treated—and not by the method you used.

The methods you used are not acceptable or standard, and were responsible for the damage done to the coat.

After the Tidal Wave

This blue woolen material was soaked in the tidal wave, but appeared unharmed until after it was drycleaned, when it faded slightly and became dull. Can it be salvaged?—H.Q.C., Hawaii

DRYCLEANERS are fooled more often than they should be by similar problems (salt water, not tidal waves). The discoloration has all the appearance of loss of color, yet there has been no effect on the dye-stuff at all.

The presence of salt crystals changes the light reflection of the blue fabric giving the duller, faded appearance. Remember that salt crystals are transparent when even slightly damp, and become cloudy only when bone dry. Therefore, since the woolen material was probably obtained in an atmosphere of high relative humidity, the coating of salt was not noticeable.

However, the salt is water-soluble and was not effectively removed in drycleaning. Then the drying caused the salt to cloud up and create the faded appearance. By the time the sample of fabric reached us the salt had already reabsorbed considerable moisture from the air, and the "fading" was more guessed at than seen, until the fabric was dried out again.

A steam gun easily flushed out the salt from the sample. Wetcleaning should do the same for the bolt of material.

No Place for Perfume

These brown stains on the black acetate dress appeared after a normal drycleaning operation.—H.B., New York

OUR New York friend was fooled by the location of the stain, not expecting to find a perfume stain near the belt line. We tested the fabric to alcohol and got the same color reaction. When steam is applied to the original stain there is a faint whiff of cologne or some other toilet preparation.

It's hard to tell how the staining agent got on in the first place. Most logical cause is contact by leaning against a dressing table on which cologne had spilled and was in the dresser scarf. It could have occurred at a perfume counter in the drugstore or department store. Or it could have come from wearing a handkerchief, which had been liberally sprinkled with cologne, tucked under the belt.

OPEN POCKET REVERSING ACTION



OPEN END

2 LOADS PER HOUR

GUARANTEED

- Martin's new 25 POUNDER perchlorethylene unit with an open pocket, open end cylinder eliminates dividing and weighing of split loads. It is easy to load and unload. The reversing cylinder gives faster drycleaning and reclaiming, producing 2 complete loads per hour. Martin's Patented Vibration Control eliminates special foundation and bolting. Other Martin units available in 50 pound per load capacity.

Martin offers with this unit "Martinizing, more than drycleaning," which includes the successful, tried and proven method of spotting, drycleaning, production and quality control, accounting, auditing, sales promotion, advertising; plant layout plus management training in a "Martinizing" model plant.

Martin EQUIPMENT CORPORATION
789 HERTEL AVENUE, BUFFALO 7, N.Y.



STAGECOACH PROMOTING Model Cleaners & Dyers is drawn by team of six or eight ponies. Owner Jack Grogan shows loudspeaker equipment and batteries for neon lights around top.

PROFITABLE PONIES

California Cleaner's Only Promotion Based on Shetland-Drawn Vehicles

EVERY afternoon at one o'clock a hitch of four, six or eight black ponies leaves Jack Grogan's Model Cleaners and drives up and down the main streets of Long Beach, California. The equipages are not only seen but heard, over a loudspeaker, by 20,000 people. At four o'clock the team returns to the plant and for the next half hour parents can take pictures of the ponies with their children, who are given free lollipops.

In the past two years the ponies, hitched to a Model Cleaners wagon, coach or cart, have been seen by over 4,000,000 people at eight nearby fairs and in 32 parades in the greater Los Angeles area.

The barn housing the 12 ponies and equipment and the training lot are open to visitors. Often as many as 200 come to see them on a Saturday and Sunday.

Owner Grogan has over \$25,000 invested in the barn, equipment and ponies. The Model stagecoach alone, with all its equipment, is worth \$4,500. In all, the promotion is costing about \$500 per month. Except for the free lollipops, which cost 1½ cents each by the carton, this is all that Model is spending on advertising.

Apparently it is enough. According to Mr. Grogan, it's the first advertising money Model ever spent that brings direct results in business six days a week. "The ponies are first in importance," he said, "and the suckers for the children second." # #



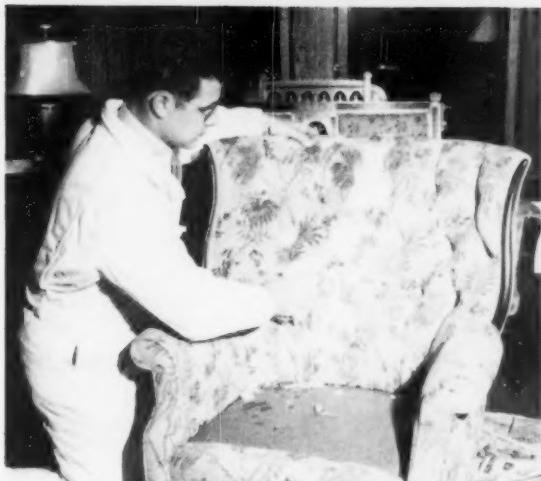
SANTA CLAUS WAGON rides children around plant block at Christmas season—last year 3,400. At end kids get free lollipops. Loudspeaker in wagon lets parents hear what children ask Santa to bring.



DRIVER-TRAINER Jim O'Neil is favorite of Long Beach small fry. Barn housing 12 ponies is clean and neat as plant.

Ready for work
CHIEF

"FURNITURE and RUG CLEANING has INCREASED MY BUSINESS 35%"



The Multi-Clean Method makes upholstery cleaning easy and profitable.

—Successful Midwest Dry Cleaner*

This dry cleaner has been successfully cleaning furniture and rugs for twenty years. Today he operates this business under a separate department which he labels as "very profitable".

Because of the seasonal aspect of furniture and carpet cleaning, this man says that it fits perfectly into the dry cleaning business.

"You get the drapes, why not do the furniture and rugs?"

This is a logical question, and this dry cleaner has the answer in his furniture and rug cleaning department.

ON-LOCATION CLEANING A MUST

This farsighted dry cleaner comments that 50% of the new homes have wall to wall carpeting. Like every other dry cleaner, he has his share of prospects in this class, and in addition has many regular customers, which is why he considers on-location cleaning a "must" for his plant. His machines and crew are always ready for this equally profitable on-location work.

*Name on Request.

The MULTI-CLEAN Method

He Believes in The MULTI-CLEAN Method

Top quality work in every department is this dry cleaner's objective. For his furniture and rug cleaning department he swears by The Multi-Clean Method because it includes tested and proved procedures combining the use of correct equipment and chemicals to achieve the end result . . . a quality cleaning job.

Small Investment— BIG PROFITS!

Get started today in this profitable business which is a "natural" for your dry cleaning establishment. It takes less than a thousand dollars for equipment and materials. Don't wait, write today for more information about The Multi-Clean Method and what it will do for you!

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Multi-Clean Spot Removal Kit

Multi-Clean Products, Inc.
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Gentlemen: Send me complete information about The Multi-Clean Method and your Sales Aid Plan.

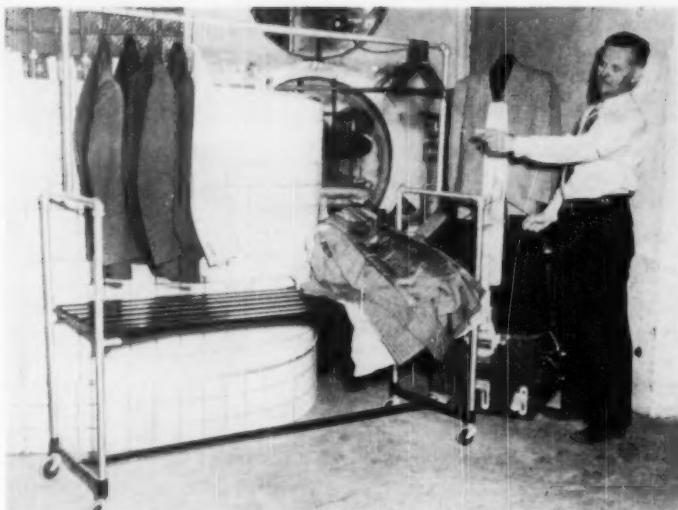
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IDEAS FROM BLUE BONNET

C. N. Morris, proprietor of Blue Bonnet Cleaners, with his roll-about rack; hinged slot shelf is up to hold coats to be finished



INGENIOUS ideas abound at Blue Bonnet Cleaners of Fort Worth, Texas. Perhaps the star gadget is the roll-about rack designed and built "while he was resting" by the owner, C. N. Harris, at a cost of \$12.

The rack is 6 feet long, 5½ feet high and 24 inches wide. It is made of 3½-inch pipe and is mounted on four 3-inch rubber casters. The rack has a hinged shelf, made of 1-by-2-inch slats, which can be let down so that the top rail will handle long garments.

Mr. Harris says he wishes some manufacturer would start making these racks. His two are about to wear out and he'd like to buy new ones.

This Texas plantowner's inventive talent has also contributed to the decorative aspects of his store. One is the use of rainbow spotlights behind the glass-tile panel at each side of the main entrance. The glass covering the spotlight is ribboned in several colors. When the light shines through the glass bricks, a fan-shaped rainbow is produced to give a striking night effect.

The photographs show a few more of Blue Bonnet's many gadget and decorative ideas. # #

Pin pockets in counter top are another Morris innovation; keep both customers and counter girls from carelessly brushing pins on to floor



Above: Shelf let down so long garments can hang. Below: Counter face and partition around assembly are Masonite tile, chrome-trimmed. Counter girls also handle assembly; two doors open from assembly section to counter. Note tickets fastened on clips above top rim of partition



SAVE better than a \$1000 a month

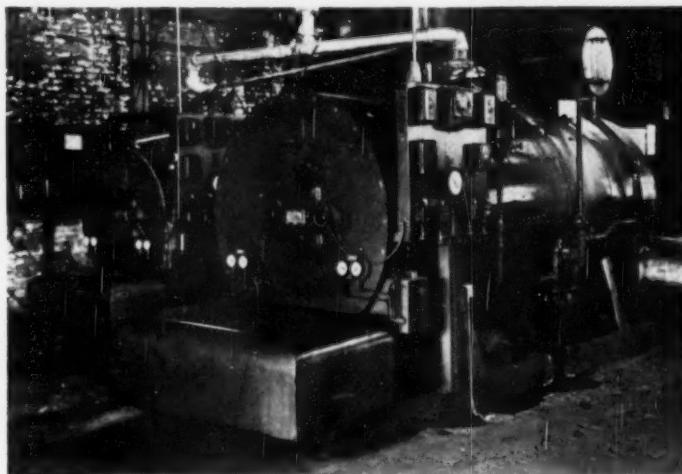
SAVE LABOR — SAVE FUEL — SAVE COSTLY MAINTENANCE

Actual case histories of two Steam-Pak installations
at the Monon Railroad, Indianapolis and Lafayette.

HOW MUCH CAN YOU SAVE BY INSTALLING A **STEAM-PAK** GENERATOR



Buildings at Monon Railroad Roundhouse requiring steam from the York-ShIPLEY boiler illustrated at right.



Monon Railroad has made labor savings of more than \$1,000 per month on the York-ShIPLEY self-contained Steam-Pak boiler units at Indianapolis and Lafayette, Indiana. Pictures above show installation at Indianapolis.

Steam-Pak Generators are built in capacities from 15 H.P. up, for low or high pressure steam or hot water, for light or heavy oil, combination gas and oil, or straight gas.

Can you save money with a Steam-Pak? There is one way to find out . . . ask a Qualified Heating Engineer. Your York-ShIPLEY Distributors are thoroughly qualified to analyze your problem and determine savings. See your nearest York-ShIPLEY Distributor or write, wire or phone.

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*Write for
Case Histories
on how others
save money*

STEPS IN SELLING

How To Use Personal Contacts To Create Regular Customers, More Frequent Sales

ONCE classed as a luxury item, drycleaning service is now considered a necessity by most people. The real sales job is to make everybody use such services more often and to use your particular facilities regularly instead of shopping around.

Carry Conviction

Sales are the development of several steps in a series of thought, finally leading to action. In many cases people may come to you already sold. All you have to do is to serve them properly and leave a favorable impression so that they will come back again. However, in winning new customers or in your efforts to build up steady repeat business, it is seldom advisable to skip many of the natural selling steps.

The reason why is illustrated by William Saroyan's story of the man in the old country who had a cello with one string. He kept his finger in one place and drew the bow back and forth for hours. At last his poor wife could stand it no longer and said:

"Forgive me; I have noticed that when others play, they have four strings and move their fingers around."

"Don't tell me about them ignorant people!" shouted the husband. "They're looking for the place. I've got it!"

Whenever, in selling, you're sure you've "got the place," go ahead and saw on it. Use it as long as it produces customers and not complaints. But remember that in services people have different likes and dislikes. It is safer to play on different strings and produce different tunes to suit each individual.

Do you know when the average sale has reached the "conviction" stage? It is when you feel like pounding the table, delivering an oration or entering into a debate. That means you have put across the factual part of your story—the framework of facts and figures around which you can build all the emotional impulses.

If you are selling a good service and have a good set of facts to back it up, you can build steady sales without real difficulty if you can carry conviction.

A word of caution here, however: Don't be argumentative. You might win the argument and lose the sale. The best salesmen never "cross" a prospect—they go with him. They say "yes—but . . ." and try a different tack. This is especially important in the case of complaints or dissatisfaction.

Try to get the prospect to come over to where you stand and take a look. The picture may appear quite different from a different angle.

It is all right to show some forcefulness at this stage of the sale. You can use action and showmanship, as well as your most enthusiastic language. State the facts, and try to hit every point right on the nose. But mix in a smile now and then; don't lose the friendly touch. Above all, avoid controversial topics.

You are taking the step towards conviction when you have told your prospect what your services will do for him, and his mind begins to wonder if everything is really as you say.

Perhaps you have stated, "Our safe, dependable methods will make your clothes last longer and will add to your peace of mind so that it is actually

cheaper for you to do business with us regularly than not to do so." The prospect is probably thinking to himself, "I don't swallow all of that, but I'd certainly like to be a regular if it were true."

Therefore, after you have told your prospect what your services will do for him, the next step is to convince him.

Prove that everything will actually work out as you claim. Tie everything possible up to the prospect's own requirements or desires. Don't promise the impossible, but try to satisfy all reasonable hopes and desires that you uncover.

Actual examples usually interest people. You can get their attention by saying, "Last year Mrs. Jones started coming here regularly and this is what happened . . ." Or, "we have on our books as regular customers 217 people right here in this community. Here are their names and addresses; they are your neighbors. Ask any of them what they think of us and why they keep on using our services."

Use plenty of such examples or human interest stories. They will liven up your talks with prospects and customers.

Many salespeople are vague or general in their remarks, when it is more interesting and more convincing to be specific. Why use such broad generalities as "best quality" or "quick service" when a little thought will enable you to give more definite information? Then you will be more convincing and more successful.

Create Buying Desire

What makes people want to spend their good money for your cleaning services? The answer to that question is the key to increasing your business.

An advertising man recently said, "Salesmanship is the ability to persuade people to want what they need."

Most of us always need a lot of things but we won't spend money for them until somebody makes us want them. Somebody or something has to create desire.

Lots of clothes need cleaning or pressing long before they turn up in your place. People "put it off."

Many times I have needed cleaning or pressing services, but that money went for something else because an advertisement or a good salesman got hold of me and created a desire for what he was selling that was stronger than my other needs.

To sell better, therefore, you need to create desire by painting better pictures of the pleasures or profits or benefits your prospect will get from investing in your services.

A man may need insurance but he has an overpowering desire for a shiny new automobile. So he buys a car!

That's why it pays to talk about desires rather than needs. The prospect may need a new suit but you can show him or her how better care will prolong his present clothing and yet look good.

Try to uncover the prospect's main buying motive. Some of the most common are: to make money, to save time, to look better, to feel important, love of family, desire for comfort or luxury, keeping up with the Joneses.

Sometimes the buying motive is a lack—an unsatisfied



you use Carbon Tetrachloride in your synthetic dry cleaning unit, you know the importance of high quality. Stauffer's Carbon Tetrachloride (99.99% pure) is in big demand by leaders in the industry because of its constant high purity and low moisture content.



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longing for something. Other times it may be an appeal to the emotions of envy, greed, fear, jealousy, etc.

Your selling job is to intensify the lack or longing, or play upon the emotion that the prospect reveals.

For example, the radio salesman points out the advantage of getting all stations clearly, the oil-burner man recounts the benefits of clean and automatic heat, the electric-refrigerator man stresses convenience plus savings in food.

If handled properly, the prospect's mind goes along with a good sales talk. It usually follows this course:

1. It becomes aroused through any one of the five senses—sight, hearing, smell, taste, touch.
2. It imagines—or forms precepts.
3. It develops ideas (or laws).
4. It impels action.

Nowadays people are comparing what they can get for their money in various lines and at different places. It is up to you to make the comparison seem favorable to your own business.

Every customer now wants prompt service, dependable quality. All these factors are a part of modern selling.

In every cleaning establishment, the better the all-around salesmanship, backed up with courtesy and the other elements mentioned, the surer the cash register will keep ringing.

People Buy for Results

You will usually do better by assuming that your prospect does not want to *spend money* for anything, not even for the splendid services you are so proud to offer. He only wants to enjoy certain *results*. Follow this pathway and talk about results or benefits in framing your sales story, for the surest route to dollars is via desire.

Before you start to sell anything to anybody, ask yourself:

"How will this service benefit this particular person? How will it help him?"

Determine this key point, then organize in your mind what you are going to say and how you can present it most effectively. Do this consciously on every sale until it becomes habit. After a while your subconscious mind will remind you to create desire in every prospect.

For example, you might open your sales talk by saying, "Lady, I want to do all your cleaning." You might do it that way—but I hope you won't. For what does the prospect care about *your* wants or desires?

A much better approach is, "Mrs. Smith, how would you like to save time and money on your cleaning work and at the same time have the highest quality service ... on either the cash-and-carry or pickup-and-deliver plan?"

"Wouldn't you like your clothes always fresh? Sweet (not smelly) and neat (not messy)?"

What woman can say "No" to that? Your prospect is interested because you have touched her on her most vulnerable spot—her own interests.

Founded on simple common sense, this rule seems so obvious that it's amazing how many people overlook it.

Every cleaner ought to be drilled in the art of creating desire before he begins to state facts about his services.

Suppose an insurance salesman were to call on 1,000 people and ask each one, "Do you want to buy some insurance?" Perhaps one would say, "Yes," while 999 would say "No."

Until the insurance salesman has pointed out how



"Star Cleaners? I'm sending over a gentleman who claims he can double your soals in thirty days."

insurance will benefit or serve that person, the prospect is not interested. Therefore you don't sell insurance, you sell protection; you don't sell securities, you sell a means for retiring at 60; you don't sell a rug, you sell a floor beautifully covered.

In the same manner, you don't sell cleaning fluids and chemicals—you sell the benefits of having clothes always fresh, sweet, neat; the pleasures of correct appearance, unharmed fabrics. You don't sell drycleaning equipment—you sell its effectiveness, its certain satisfaction, your convenient location or your frequent delivery service, your dependable dates for delivery.

To create desire in any prospect, talk to him about the satisfaction your services will produce; what you can do for him.

Closing the Sale

If you've ever seen a horse race, you know it's the finish that counts. In this respect, selling cleaning service is just like a horse race.

The sale of cleaning and kindred lines has become more and more competitive. Most of us have the "wind" and the ability to run along fairly well in the early stages. But as the going gets tougher and each selling step becomes more important, those who don't know how to bring on the right "close" begin to flounder.

There is no one sentence or step in selling cleaning that is all-important or that will apply to all your various types of service. Rather, a sale is composed of many different elements and the better they all are, the easier the sale can be made or the quicker the customer will come back to you.

When that "psychological moment" arrives, if you and your prospect have just naturally gone along together through the various stages of selling, the "close" then becomes a mere formality.

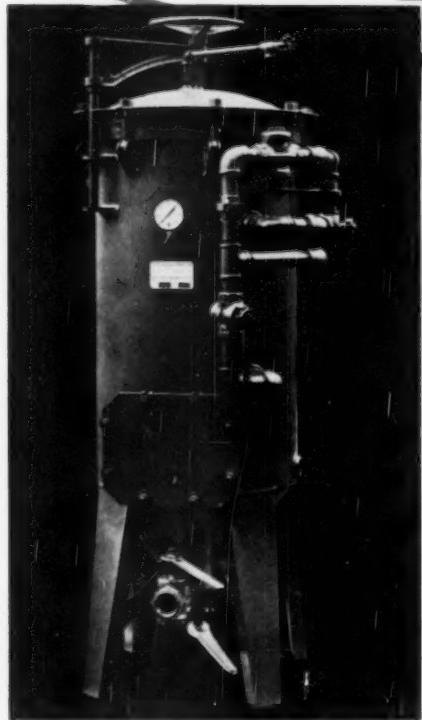
You can tell through certain signals when the prospect is getting "warm." Watch these three things, particularly:

1. What the prospect *does*.
2. How the prospect *looks*.
3. What the prospect *says*.

Things the prospect may do include: trying out your services occasionally, talking it over with some of your other customers, asking you to handle certain difficult jobs or make rush deliveries.

The way the prospect looks is best figured out by

DON'T MAIL THIS COUPON UNLESS YOU WANT...



- With a New OLSON filter, you're FORCED to get only the brightest, crystal clear filtration you've ever had! (That's the only kind of filtration an OLSON gives!)
- With a New OLSON, you're forced to save money! (In addition to low initial cost, the saving in solvent and time means ONLY savings to you!)
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BETTER FILTRATION
AT LESS COST
with less work!

- If you don't want all of the above, DON'T MAIL THIS COUPON, for we can't help you.

But if you ARE interested, and want to learn more about how much time, effort and money you waste with old style filtering methods, WRITE TODAY for complete information about the new OLSON filters.

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OLSON FILTRATION ENGINEERS
1624 NORTH KILBOURN
CHICAGO 39, ILLINOIS

OKAY . . . send me the facts. I want to see more about the OLSON Filters and how they will help me. I understand there is NO obligation whatsoever.

At present we have _____ Filters of _____ capacity.

Send full information on OLSON STILLS.

NAME _____

FIRM NAME _____

ADDRESS _____

CITY _____

STATE _____

OLSON FILTRATION ENGINEERS, INC.
1624 NORTH KILBOURN • CHICAGO 39, ILLINOIS

those who can look him straight in the eye and establish a definite personal spark. Not every salesperson can do this, yet it pays to be as observant as possible and try to get certain reactions by asking questions occasionally or by making statements that will draw out the prospect.

What the prospect says is unmistakable. When he starts to wonder how you handle certain kinds of work, when you can pick up or deliver, which types of service are best for him, terms of payment, cash or monthly, and other such details, you can be pretty certain he is ready for you to put on the finishing touches.

One of the best ways to get more regular business out of occasional customers is to find out exactly what is holding them back. "Feel them out" with proper questions, or let them do some of the talking, until you are sure of the main points involved in their particular case. Then you can aim at the exact spot instead of scattering your ammunition around. Many salesmen do too much general talking, instead of guiding the customer into talking about his own personal problems.

A phrase our Army officers often used was, "Estimate the situation." They were taught to think things through, when given a difficult task. To accomplish it they followed a logical sequence:

1. What is my mission? What am I supposed to accomplish?
2. What obstacles will I have to overcome? What may hold me back?
3. What equipment, information or ideas are necessary to accomplish my ends?
4. What do I have now? What do I lack?

Too many people trust to luck in selling cleaning services—too few trust to formulas.

Selling Step by Step

Henry Hoke of the Direct Mail Center in New York has worked out a set of formulas which he calls "The Facts of Life," charting the path to success in direct advertising with almost mathematical precision. The two Townsend brothers made a fortune selling advertising men their famous "17 points"—a checklist intended to pre-test ads, remove their uncertainties and insure success.

In face-to-face selling you can work out similar formulas to fit your needs, and then follow them until their use becomes almost automatic.

Put some "human interest" into each talk or contact you have with prospects and customers—and teach your salespeople to do the same.

Lead people in a friendly, courteous manner along the path to sales by saying things in an interesting way or by suggesting ideas that will carry them right along with you.

Then you will realize your power to cope with even the toughest prospect—and you will not suffer from that great sales killer, *fear*. As good salesmen are made, not born, it is most helpful to get rid of fear by eliminating everything that furthers uncertainty. Drill this into all your staff, too: always talk to customers and prospects with confidence—relaxed and friendly.

Build Permanence

While single sales are always welcome, it takes repeat business to roll up real volume and profit. The customer who comes back again and again is the real foundation of the most successful cleaning establishments.

If you don't treat them right they won't come back, and if they don't come back your business is built on sand.

By "treating people right" we don't merely mean

satisfactory quality at fair prices. Hundreds of cleaners provide that. It is the extras that count: extra quality, extra promptness, extra courtesy, extra service all along the line.

To be better than average in selling cleaning and kindred services, it's a big help if you really enjoy your job and your work. Happiness is contagious, and it is easier to motivate other people when you are enthusiastic and appear full of energy.

One of the most successful cleaners I know appears so interested and enthusiastic in every customer contact that you get the feeling he really enjoys doing your work and would miss it terribly if you sent any part of it elsewhere. That pays off!

Next, you should know all about your business and how it applies to your various prospects. Only when you know how your services apply to the people you expect to sell can you handle them intelligently and answer questions authoritatively.

Stress your particular advantages or benefits, your hours, your location, etc. Also try to dress up such facts and make them interesting and striking.

Appeals to the emotions and instincts are the primary motivating forces. Many sales talks filled with facts fail because their emotional appeals are not strong enough to motivate the prospect. Both elements are needed, for each aids the other toward the goal of action.

Make friends, so that people will like you as well as the services you are selling. Teach this to all your personnel who contact the public. Then people will patronize you even when it might be easier for them to go elsewhere. Friends can help increase your earnings; enemies can only hurt.

Actually, the simple rules of relationships with other people form the essence of selling.

What Impressions Do You Create?

One of the "Golden Rules of Selling" given by Arthur C. Fuller, of Fuller Brush fame, was this:

"You must have a pleasant manner and be able to make a favorable impression in 30 seconds."

Show me a person who violates this rule and I'll show you one who probably loses many prospective sales, suffers many walkouts, and then complains that "people are hard to sell."

Of course we all lose a customer now and then, but by studying our failures and learning the reasons why we can gradually improve our batting average.

For example, ask any railroad or aviation expert, "What has been the greatest single contributing factor to safety in transportation?" and he will answer in one word without hesitation, "Accidents." He will add that while air and rail accidents are always unfortunate, yet they actually have promoted safety of life and property by suggesting improvements.

Observe and study your own selling methods carefully; see what is good and what is bad, and then eliminate the things that don't work right.

Above all, remember that the best idea in the world isn't worth a dime unless it is put to work.

Cleaners can take a lesson from the more progressive retail department stores in being alert and interested in what their customers think of them. These establishments have taken the leadership in not only modernizing their fronts and improving their display windows, but also developing a courteous telephone service, and using at their entrance or information desk a fine-looking alert woman with a smile who does a good job of welcoming people.

These are the paths that lead to a permanently successful cleaning business. # #



Gets Dirt Out **QUICK!**

IT IS FILTERABLE. YOU RINSE IN GOOD, CLEAR, CLEAN SOLVENT

NU-WAY is for use in Petroleum Solvent Pressure Filtration Systems and has been a big success since the advent of the filtration units in dry cleaning.

NU-WAY'S use in our Synchronized Dry Cleaning Method insures the quick removal of solvent and water soluble soils, grease, perspiration and sweat stains because of its quick penetration, emulsifying and detergent qualities. Its composition is such that it can be used with or without the break operation employed in cleaning procedure. It is used with regular filter aids or sweetener filtration powders in filter and with either distillation or chemical final reclaimant of solvent. It can be used with the addition of moisture, if desired, on heavy work.

NU-WAY will not cause shrinkage or wrinkles. It is safe on all

types of silks, synthetic, woolen or cotton fabrics. It neutralizes solvent, eliminating power-killing acidity and possible odor com-

plaint. It does not build excess pressure. Assures high conductivity —no re-deposit of soil on garments. Use coupon for free sample.

"Nu-Way" FILTER SOAP

THE DAVIES-YOUNG SOAP COMPANY
BOX 995, DAYTON, OHIO

NCD-1050

Please send a generous free sample of **NU-WAY**.

Name _____

Address _____

City _____

State _____

BUSINESS BUILDERS

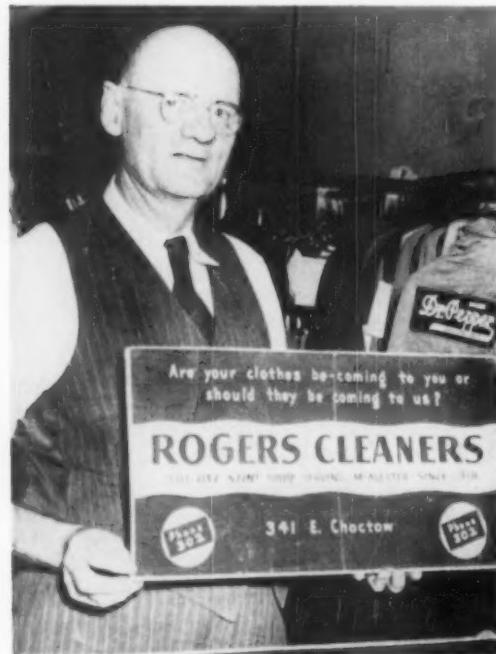
(Continued from page 24)

the spotting section. Here the spotter explains about the danger of trying to remove the spot and describes just what will be done.

The management reports that it has been able, by this method, to get many people inside the plant. While customers are there they are taken through and shown each department and its operation.

Note on Bus Cards

IN the experience of Frank Rogers, owner of Rogers Cleaners, McAlester, Oklahoma, bus cards stimulate business for a while and then the appeal seems to dwindle. He concludes that they should not be used too long at a stretch in a small city.



PROPRIETOR FRANK ROGERS, one-sixteenth Choctaw himself, deplores painter's error in spelling address.

The cost of bus-card advertising to this plantowner is \$12 for 25 cards, which come in two colors, 11 by 21 inches in size. The bus company charges \$6 per month to carry the cards.

Waiting Can Be Fun

TO keep waiting customers happy at Pine Lawn (Missouri) Cleaners, owner Clay Joslin has provided both comfort and entertainment. The new plant, like many other modern drycleaning establishments, provides ample parking space and a full-vision plate-

glass store front. From that point on the differences begin.

First step for comfort is a good supply of upholstered blond-wood settees and chairs, permitting as many as a dozen customers to be comfortably seated while waiting for service or for location of orders. A radio provides something to listen to; employees are instructed to switch off "soap operas" or other programs which cannot be enjoyed in short snatches.

The most unusual feature is a hardwood-enclosed shoeshine machine, set up to the left of the entrance. A large, soft, rotating brush is operated by an electric motor with a handy switch at top. Customers are invited by a sign to help themselves to a shoeshine. This free service appeals particularly to men, according to Mr. Joslin.

To add further to the comfortable atmosphere marble jars containing large ferns are stood on the floor, and there are several cages of canaries twittering and singing.

"Most of my customers leave with a smile," Mr. Joslin said. "The number of questions we are asked about the canaries and other features prove that no customer fails to observe that we have tried to make his visit enjoyable."

"How About Your Hat?"

ASIMPLE sign with a cleaned and blocked hat on a stand behind it is bringing in hat volume at Wasatch Cleaners of Salt Lake City, Utah.

These signs with different copy and the standard display arrangement have been used successfully for fur cleaning and repair, for selling leather cleaning, and for water-repellent promotion.



"We find," said the owner, William Marz, "that we get better results when the cards are on the counter and when we use a prop such as a hat or a fur piece along with the sign. We first tried the signs on the wall without the prop and had little success."



The Sellers system of Immersion Firing is engineered for maximum safety under all conditions. Each gas fired tube has its own separate combustion unit and, since they are not enclosed, there is no danger of explosion even if a control should fail.

And with this safety goes maximum efficiency . . . true immersion firing . . . completely submerged firing tubes . . . no heat loss. No wonder the trend is to Sellers Immersion Steam Boilers. Get the facts. Write today for our Bulletin No. 1206-C. It contains full details about the 12 sizes available.

Sellers
IMMERSION
STEAM BOILERS

SELLERS ENGINEERING CO.
4876 N. Clark Street, Chicago 40, Illinois

Blast Heaters • Immersion Automatic Water Heaters • Air Heaters • Combustion Units • Industrial Gas Burners • Immersion Tank Heaters • Vertical Steam Boilers • Gas Combustion Equipment.

GADGETS AND GIMMICKS

(Continued from page 30)

she is using a modification of the permanent cloth tag, the unit has special arms to hold the tags.

The bundles are brought in a hamper to the unit. Each bundle is opened in the tray. As each garment



is inspected, listed and marked, it is draped over the pipe on the left of the unit. This pipe can be telescoped under the tray when not in use.

Additional features are the cupboard for supplies under the invoice machine and the stool which can be pushed back under the tray when the operator prefers to stand.

Forms for Seat Covers



AT one time Kraus Cleaners in Memphis, Tennessee, was cleaning seat covers for one of the major airlines. As it was rather hard to get a smooth wrinkleless finish without painstakingly hand-ironing every cover, wood forms were devised.

The forms illustrated here are hinged top and bottom. The hinge at the top permits the sides to fold inward. The hinge at the bottom permits the bottom to fold outward. After the form was inserted into the cover, the cover was steamed and the bottom pushed back into place, stretching the entire cover taut and thus eliminating the wrinkles while the fabric was being dried.

Screen Prevents Steam Burns

"**T**IT's no fun," says Charles Sells, "when the spotter behind you lets loose with a blast of live steam. I know; I've been burned a number of times back there myself."



SIMPLE PROTECTION from steam in spotting department

At Sells' plant, Modern Cleaners, Las Vegas, Nevada, there is a metal frame $4\frac{1}{2}$ feet high and 5 feet long, covered with heavy canvas, between spotting boards. This simple device does the protective job.

Blind Helps Spotter See



SPOTTER MUST FACE DOORWAY at Kohler's Model Cleaners, Allentown, Pa., because of workflow requirements. Light glare was eliminated by Venetian blind which can be closed tight on bright days, opened as needed

AYR-MOR brings you the first improvements in TUMBLERS in 20 years

NEW

PATENTED DRYING ACTION HAS THESE MODERN FEATURES:

- Dries 100% more bundles.
- Heated air must pass through clothes.
- No by-pass—utilizes 100% of heated air.
- Up to 70° lower stack temperature.
- Full floating basket—no overhang.
- Heavy insulated cabinet.
- Motor, fan, bearings on outside.
- Noiseless, no gears or chains.
- Positive heat controls save steam and time.
- Automatic timer is standard equipment.
- One or two pocket basket.
- Available in 40, 60 and 100 lb. load capacities.
- Reversing mechanism available.



WRITE FOR FULLY ILLUSTRATED FOLDER • DEALER INQUIRIES INVITED

Visit Our Booth #225
A.I.L. Convention.

AYR-MOR MACHINERY CO., INC.

6546 NORTH SHERIDAN ROAD, CHICAGO 26, ILLINOIS

FINANCIAL PEACE OF MIND

The CPA Can Pay His Way

ALWAYS, there are questions.

In good times, you ask: Should I open a branch store? Should I add another truck? Should I add a sideline—carpet or laundry? How can I reduce my taxes?

In bad times, you ask: Should I close my branch store? Is my truck paying for itself? Are my clerks honest? Where can I safely reduce overhead? How low can I cut my prices?

The answers are hard to find. You are busy with the everyday details of running your business. Then, too, some of the problems require technical training. Often you just have to trust to your instinct. But instinct is often unreliable. In nine years of depression, 60 percent of the wholesale drycleaning plants in New York City alone failed.

Obviously, the drycleaner—like every businessman—needs something besides instinct to guide him in answering the important questions of his business operation. Particularly the one big question: "How am I doing financially?"

Fortunately, it is possible for even the small plant-owner to hire the services of a business expert who can help solve his problems. The expert you can hire is the certified public accountant.

Here is one example of how the advice of a CPA can directly affect profits. The owner of a drycleaning plant in Connecticut visited the South and came to the conclusion that warm winters were what he wanted. He sold out and moved to a medium-sized Southern city where he opened a new plant, completely equipped with the finest modern machinery.

Causes of Failure Analyzed

This cleaner set a scale of prices which put him definitely in the quality drycleaning bracket, but he found that he was unable to get and hold enough of that market to keep his plant going. He then cut his prices in an effort to increase his volume. Although his volume did increase immediately, it took only a couple of



"I tell you, I heard this cleaner guy himself say he had all his dough tied up in this equipment!"

months of this operation to show him that he was still totally unable to meet competition and make a profit. Puzzled and worried, he turned the problem over to a certified public accountant.

The solution was not hard to find in this particular case. The CPA made an analysis of the business and found that a great portion of its income went to pay for equipment. Some of this equipment was hardly ever used.

Rather than carry the burden of such a high capital investment, the cleaner would be better off, the CPA advised, to return all but the most important machines and replace them with skilled help which was much cheaper in that locality than it had been in the North and which required no capital investment. With some reluctance, the owner took his loss on the machinery—and then began to show a profit. Result: another business tragedy averted.

Because the CPA is able to solve such problems, his is now the fastest growing profession in the United States. Every CPA has passed difficult state examinations in accounting and has had to satisfy state officials that he has the experience, education and skill necessary to help you with your accounting problems.

The average CPA is usually the accountant for 20 to 40 businesses, and consequently has a great fund of business know-how which he can put at your disposal. He is an expert on local business customs and conditions.

Help on Tax Returns

One of the areas in which your CPA can help is taxes. He will prepare your city, state and federal tax returns. Every year, in the conduct of your business, you have dozens of opportunities to reduce taxes. There are literally hundreds of occasions where a transaction in one form will be taxed less than will a transaction which achieves the same result in a slightly different form.

Consider the case of a drycleaner who had been made "tax conscious" by his certified public accountant. He was planning to buy a new delivery truck. He had taken annual depreciation on his old one, and its book value was then \$800. The truck had had hard use, however, and the owner was able to do no better on a trade-in than \$400. He was about to make the trade but first stopped to consider the tax effects of the deal.

As a result, instead of trading in his truck he sold it, then bought a new one. By *selling* the old truck for less than its \$800 depreciated value, he suffered a book loss of \$400, which he was able to deduct on his income tax return. If he had *traded* in the truck, he would have suffered the same book loss, but he would not have been allowed to deduct the \$400 loss. No gain or loss is considered to result from a trade-in.

If the car dealer had offered \$400 more than the depreciated value of the truck, the cleaner might have been better off to *trade in* the truck since the \$400 profit would not have been taxable.

Naturally, you can't afford to pass up such opportunities to make legitimate tax savings. The government has made rules to give tax relief under certain circumstances but it cannot make you take advantage of them.

A good system of records installed by your certified

the better your information the bigger your profits

This modern "Class 200" National Cash Register gives you *exact* information, *recorded* under lock and key, as to *every* individual sale or transaction.

Classification keys *automatically* separate sales by departments, by services, or by salespeople—a great saving in your bookkeeping work and time. It also has provision for record-



ing sales-slip numbers, quantities, weights, sizes, stock numbers, cost price, etc., on any transaction—a valuable guide to more profitable operation.

This National Sales Register builds good will on every sale—cash or charge. It shows the exact price charged for each item. It adds all amounts mechanically, and shows the correct total, thus speeding service and preventing figure mistakes. And its built-in adding machine feature may be used for miscellaneous addition at any time *without disturbing your locked-in cash register figures!*

The added information given you by the National "200" will increase profit and decrease your chance of loss. This National register will quickly pay for itself—and then go on for years making money for you! See it today at your nearest National Cash Register Company Office.

National
CASH REGISTERS • ADDING MACHINES
ACCOUNTING MACHINES

THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO

For October, 1950

When writing to advertisers please mention The NATIONAL CLEANER & DYER

public accountant is the first step toward tax economy. In fact, without proper records you are risking penalties. The Treasury has court precedent to "bear down heavily upon those whose inexactitude (failure to prove exact costs) is of their own making."

Records Give Warnings

The records which your CPA will set up to meet tax requirements will also give him a great deal of information about your business. Using certain accounting "ratios," he can spot in advance most of the weaknesses which might eventually result in business failure. Not many businesses fail suddenly overnight. There are always *advance warnings* which are easily recognized—by experts.

A drycleaning firm in Kansas, doing a good volume, found it difficult to meet the monthly payments on its machinery. The firm's CPA pointed out that accounts receivable were at such a high point that the firm was endangering its existence. This firm had no regular method of collecting delinquent bills. The CPA helped the management to begin a vigorous campaign to have all bills paid promptly. He pointed out, too, that a customer who owes you money is usually a lost customer. As a result of this advice, a firm that might have been another casualty pulled out of danger.

A firm in Chicago failed because the management realized too late that several of its branch pickup stores were not paying their way. A CPA could have rendered a monthly profit-and-loss statement on each branch and seen the danger in its first month.

A New England firm entered a prolonged price war without reducing its overhead. It failed! An accountant could have told the firm the lowest price which it could charge and still meet current expenses. Or, he could have warned that overhead must be reduced to a given figure to sell at competitive prices. If neither plan had been workable, he could have estimated how long the company could continue to operate at a loss without risking collapse.

The list of examples is a long one. There are always

warnings. An owner bleeds his business by taking too much salary. Another neglects "internal control." Another cleaner drains income from his established business to keep some unprofitable sideline going.

In most businesses where the owner is the management, there is no one to caution him against these practices—except his CPA.

Where Do I Stand?

The American Institute of Accountants has prepared a check list of six questions which you can periodically ask your accountant. Here are the questions:

1. When I figure my overhead, am I including all the items I should, and does the price I charge pay for this overhead and still leave me a profit?
2. Am I giving too much credit?
3. Am I accepting too much credit?
4. What percentage of profit am I making on my selling price?
5. If I didn't make the profit I expected, where does my trouble seem to lie?
6. Is there any other way in which my business does not seem as healthy as it should be?

If your business is in good shape, your accountant will answer those questions in very little time. Therefore, the cost will be trifling. If your business is *not* healthy, it may take some probing to find the trouble. The accountant's fee would still be an essential investment.

In any case, your CPA's fee will repay you many times. The records he sets up will be simple and you may be able to make the entries yourself without the help of a bookkeeper unless, of course, your volume is very large. Once every month, three months or six months, your CPA will audit your books. Like a doctor, he is available for consultation at any time between calls.

Good accounting, as practiced by a certified public accountant, will not only help to insure your profit but will bring you peace of mind against unseen financial hazards. # #

FIFTEEN BUCKS FOR A GAG!

Are You a Repressed Humorist?



You Name It!—See column at right

EVERYBODY wants to get in on the act (well, 40 or 50 people, anyway)! About once a week some reader corners a member of the staff and says, "Say, y'know Bellew's cartoon on page 357? Well, I got a better gag for it," etc., etc.

We've decided there are so many of these repressed humorists in the drycleaning industry that it is dangerous to have them around without a safety valve for their creative urge. So we are providing the safety valve. Also, a reward of 15 bucks for the best creation.

Every now and then we will run a Bellew cartoon without a caption. Send in any gag you think fits the cartoon, and they will all be printed in the following issue. By vote of our readers, the best gag will be picked and the winner will be sent a check for \$15. (If we sent him any more, Bellew would start writing gags for a living!)

Take another look at Lou's startled friend here, grab a postcard, write down your gag or gags, and mail to Gag Editor, National Cleaner & Dyer, 304 East 45th Street, New York 17, N. Y. # #



Get a better day's work out of your Truck Dollar

CHEVROLET TRUCKS



You invest money in a truck to *get work done*. And you can prove to your own satisfaction that a Chevrolet truck does more work for every dollar you put into it.

You get *more for your money* right from the start, because your Chevrolet truck is priced at rock bottom. Chevrolet volume production—far and away the biggest in the truck field—makes possible extra features and extra engineering advantages at lowest cost.

You get *more for your money* every driving mile, because Chevrolet trucks are economical to operate. The top-rated efficiency of Chevrolet Valve-in-Head engine design saves money on gas and oil day in, day out.

You get *more for your money* right through the years, because your Chevrolet truck cuts upkeep to the bone. Hypoid rear axles, diaphragm spring clutch, ball-type steering and many other great truck features help keep your truck on the job and out of the shop.

Get the full "more-work-per-dollar" story from your Chevrolet dealer—and get America's biggest selling, best performing truck: Chevrolet.

CHEVROLET MOTOR DIVISION, General Motors Corporation
DETROIT 2, MICHIGAN

**These Great Features Help Tell Why
CHEVROLET TRUCKS
ARE THE FIRST CHOICE OF
TRUCK BUYERS EVERYWHERE**

TWO GREAT VALVE-IN-HEAD ENGINES: the new Loadmaster and the improved Thriftmaster—to give you greater power per gallon, lower cost per load • **THE NEW POWER-JET CARBURETOR:** smoother, quicker acceleration response • **DIAPHRAGM SPRING CLUTCH** for easy-action engagement • **SYNCHRO-MESH TRANSMISSIONS** for fast, smooth shifting • **HYPOID REAR AXLES**—5 times more durable than spiral bevel type • **DOUBLE-ARTICULATED BRAKES**—for complete driver control • **WIDE-BASE WHEELS** for increased tire mileage • **ADVANCE-DESIGN STYLING** with the "Cab that Breathes" • **BALL-TYPE STEERING** for easier handling • **UNIT-DESIGN BODIES**—precision built.



* THE ADVERTISING COUNCIL

"Marshalling the forces of advertising to help solve national problems and to make democracy work better . . ."

DO YOU KNOW that the forces of advertising are engaged today in one of the world's greatest jobs of mass education ... in the public interest?

Do you know that these forces for good have been released through the vision and unselfish cooperation of American business — advertisers, advertising agencies, media owners and others?

Hundreds of advertising agencies have volunteered their planning and creative time and facilities. Artists, cartoonists, photo-engravers, printers, typographers and others have contributed their services.

Media owners have donated millions of dollars in space and time. National and local advertisers have sponsored and paid for many millions of public service advertising messages.

As a result, the American people are being alerted as never before to the dangers which threaten from within and from without . . . the dangers of ignorance about our American economic system, intolerance, tuberculosis, school and teacher shortages, etc.

And, at the hub of this great public service effort is *your* organization . . . The Advertising Council.

Advertisers and Media Owners... Your Help is Needed!

Right now The Advertising Council has 14 programs in operation. The success of these programs depends on the public spirited and generous cooperation of advertisers and media owners. *Your* help, in the form of space or time donations,

will mean a lot to us. And remember . . . *What helps America helps you!*

Yours for the Asking

Write for a copy of Booklet No. 15. It will give you pertinent information about The Advertising Council . . . how it started . . . what it is . . . what it does . . . Or ask for material on specific campaigns. Address: — The Advertising Council, 25 West 45th Street, New York 19, N.Y.



*Published in the public interest
by*

The NATIONAL CLEANER & Dyer

A NON-PROFIT ORGANIZATION FORMED TO UTILIZE ADVERTISING IN THE PUBLIC GOOD



What! No Exact Formula?

No, Doctor, there is no scientific laboratory formula for media selection. But experienced space buyers do have an effective and time-proven recipe for the profitable investment of advertising money—reasoning, judgement and experience PLUS THE USE OF FACTS. The basic advertising values of publications are reflected in the facts about their circulations. Also there are definite standards, mutually approved by buyers and sellers of advertising, by which circulations may be uniformly measured. Hence circulation facts, when reported in accordance with these standards, provide a dependable guide to sound advertising investments.

The information that makes it possible to measure advertising values based on circulation facts is given in the reports issued by the Audit Bureau of Circulations, a cooperative and nonprofit association of 3300 advertisers, advertising agencies and publishers. The Bureau has a staff of experienced, specially trained circula-

tion auditors who make annual inspections and audits of the circulations of the publisher members. The factual data thus obtained is issued in the A.B.C. reports which are available to advertisers and agencies for use in comparing and selecting media.

Guesswork and waste in advertising are avoided when media is selected on the basis of the facts in A.B.C. reports. This business paper is a member of the Audit Bureau of Circulations. Ask for a copy of our A.B.C. report.

The audited information in A.B.C. reports for business papers includes the following:

- How much paid circulation.
 - How much unpaid circulation.
 - Prices paid by subscribers.
 - How the circulation was obtained.
 - Whether or not premiums were used as circulation inducements.
 - Where the circulation goes.
 - A breakdown of subscribers by occupation or business.
 - How many subscribers renewed.
 - How many are in arrears.
-

SEND THE RIGHT MESSAGE TO THE RIGHT PEOPLE

Paid subscriptions and renewals, as defined by A.B.C. standards, indicate a reader audience that has responded to a publication's editorial appeal. With the interests of readers thus identified, it becomes possible to reach specialized groups effectively with specialized advertising appeals.



The NATIONAL CLEANER & DYER

A.B.C. REPORTS — FACTS AS THE BASIC MEASURE OF ADVERTISING VALUE

LIKE South Bend and the Fighting Irish



STOD-SOL

and STOD-SOL "TEST BUNDLE SERVICE"

GO TOGETHER

"picking up blockers...at the thirty...the twenty...going all the way—HE'S OVER AND NOTRE DAME IS OUT IN FRONT!" And you'll be out in front, too, using STOD-SOL and its famous "Test Bundle Service." The increased quality of your production PLUS your ability to tackle unusual drycleaning problems, will make every customer a loyal fan. Ask your nearest STOD-SOL distributor to explain.



ANDERSON-PRICHARD OIL CORPORATION

◀ PRODUCERS  REFINERS ▶
OKLAHOMA CITY, OKLA.

NEWS NOTES

in the trade



American Acquires Huebsch

THE American Laundry Machinery Company, Cincinnati, Ohio, has acquired from the stockholders of the Huebsch Manufacturing Company, Milwaukee, Wis., certain assets, to-

pany, will direct the activities of the new division. The Huebsch jobber organization, which is set up on a nationwide basis, will remain undisturbed. Salesmen of neither company will handle the other company's line.

The extensive line of laundry, drycleaning and rug cleaning equipment manufactured by The American Laundry Machinery Company at its present plants in Norwood, Ohio; Rochester, N. Y.; Kenilworth, N. J.; Chicago, Ill., and Toronto, Canada, will not be altered as a result of this acquisition.

The Huebsch Manufacturing Company was founded in 1908 in Milwaukee, Wis., by Joseph Huebsch, Sr., and his brother, and rapidly grew to one of the outstanding companies serving the laundry and drycleaning industries. Upon the death of Joseph Huebsch, Sr., his three sons, Monte, Joseph, Jr., and Herbert J. Huebsch, capably guided the company to its present national prominence.

The present Huebsch line of equipment will be continued and will be augmented by the addition of many new products, the announcement stated. Available to the Huebsch Division will be the research, engineering and financial resources of The American Laundry Machinery Company. An expanded jobber merchandising program on a much wider scope will also be introduced.

Pennsalt's Centennial

ON September 25 the Pennsylvania Salt Manufacturing Co., Philadelphia, Pa., celebrated its hundredth anniversary. The company was organized in 1850 by five Philadelphia Quakers. Starting with caustic soda for "soap boilers" as one of its first products, the company has become a leader in the field of laundry chemicals and is also becoming widely known as a producer of chemicals for drycleaning.

The extensive use of Pennsalt's chemicals in commercial laundries began with the rapid growth of the industry at the beginning of this century. In

1931, when Pennsalt acquired a process for making a new high-strength bleach, Perchloron, it began selling directly to laundries and laundry jobbers. George B. Beitzel, then sales manager and now Pennsalt president, was the first company representative to call on laundries. The second was J. Stanley Hall, Pennsalt's first laundry product salesman and now head of its Laundry and Drycleaning Department.

In 1939 Pennsalt joined forces with Sterling Products of

operated laundry and drycleaning laboratories.

In addition to its products for the laundry and drycleaning fields, Pennsalt makes more than 300 products and sells to virtually every industry in America.

The history of the company has been published in "Prologue to Tomorrow," by Robert Keith Leavitt, in connection with the celebration of the firm's first century.

Plenty of Perchloroethylene

SCARE buying and hoarding of perchloroethylene prompted by the Korean War are coming to an end, it is pointed out by Detrex Corporation of Detroit, Mich., as drycleaners are becoming more aware of the economic balance between production and daily consumption. While the use of perchloroethylene for drycleaning has seen a phenomenal growth since World War II, chemical manufacturers have kept pace with the industry's demand by increasing their facilities so that their total production is slightly in excess of actual consumption.

Another factor toward ending the temporary "scare" shortage, Detrex states, is the fact that new production sources are in process of development that will amply meet contemplated business increases during the next five years.

The fact that there is no expected future shortage of solvent or of chlorine, a basic raw material for the production of perchloroethylene which was limited to defense purposes during World War II, is supported by U. S. Bureau of Census figures through 1949 showing that chlorine production had increased to 300 percent of pre-war capacity. The increase in production of raw materials will thus, in the opinion of government officials as well as the chemical industry, more than adequately take care of both the drycleaning and metal cleaning industries.

Typical of the reaction of drycleaning equipment manufacturers to this increasing market for perchloroethylene clean-

JOSEPH HUEBSCH

MONTE HUEBSCH



GEORGE B. BEITZEL



J. STANLEY HALL



gether with patents, goodwill and business of the Huebsch company, according to an announcement by President J. M. Garvey of American. The Huebsch company becomes the Huebsch Division of The American Laundry Machinery Company. Administrative and manufacturing functions of the Huebsch Division will remain in Milwaukee, and Huebsch policies will remain unchanged.

Monte Huebsch, Joseph Huebsch, Jr., and Frank Wright, executives of the Huebsch Com-

Easton, Pa., developer of Erusticator, Erusto Sours and other laundry and drycleaning products. Sterling's research staff became part of Pennsalt's Research and Development Division, which soon set up one of the most complete industry-

Insist on TarGo for Speedy Results!



No wonder dry cleaners and laundrymen everywhere insist on TarGo, the speedy, distinctive spotter. They know that they can rely on TarGo for removing marking ink, oxidized oil and grease, lipstick, nail polish, tar, pitch, paint, aeroplane dope, etc.

Many cleaners use TarGo for the removal of lipstick. Taking one quart of TarGo to 20 lbs. of clothes, they run their solvent low, shut off the pump, add the TarGo to the solvent, then run the wheel for about 15 or 20 minutes.

This is a quick and economical way to remove lipstick when you have a large amount of it to remove.

Eliminate stain headaches by using TarGo, the spotter's most reliable spotter.

—Ask
your
jobber—

A. L. WILSON CHEMICAL CO.

38 PASSAIC AVE.,

KEARNY, N. J.

ing is that of Detrex Corporation, which is expanding all departments of its Drycleaning Division. This includes manufacturing facilities, research and development on new products, enlargement of marketing organization and increased advertising during the remainder of 1950 and 1951.

Orr & Sembower Promotions

F. H. KLEIN, president of F. Orr & Sembower, Inc., Reading, Pa., has announced the promotion of two executives of the company. J. Frederick Keeler, sales manager, has been named vice president in charge of sales and service, and George H. Garraway, director of engineering, has been elected vice president in charge of engineering and production.

After graduating as a mechanical engineer from Stevens Institute of Technology, Mr. Garraway did a year's post-graduate work, and has had wide experience in his field. Before coming to Orr & Sembower in 1947 he was an executive engineer for rocket propulsion at Curtiss-Wright Corporation. He was also associated with several other well-known firms.

Mr. Keeler received his B.S. degree in mechanical engineering from Sheffield Scientific School, Yale University. Before coming to Orr & Sembower in 1948, he was associated for a long time with Republic Steel Corporation in several sales-promotion managerial posts.

Virginia-Carolina D. C. Branch

THE Virginia-Carolina Laundry Supply Corporation, Richmond, Va., has announced the opening of a new branch sales office and warehouse at 1302 Gallaudet St., N.E., Washington, D. C.

"Hi-Speed" Instruction Book

A NEW instructional booklet has just been released by Time Savers, Inc., to assist the drycleaner and laundromat in the planning and installation of a flexible slick-rail system with "Hi-Speed" Rail Fittings.

Two full pages in the new manual are devoted to a step-by-step procedure for the installation of a Hi-Speed rail system without outside help. The text and diagrams have been prepared to simplify the construction of a Hi-Speed sys-

tem so that the plantowner can install his own rail line with Hi-Speed fittings using ordinary $\frac{3}{4}$ -inch pipe. The clear, comprehensive instructions call for the use of only simple tools, the announcement states.

Over 30 of the standard Hi-Speed Rail Fittings are illustrated with detailed descriptions of their specific uses and dimensions. A scale drawing of a plant with an actual Hi-Speed installation is also reproduced to illustrate the function and application of the fittings in a complete system.

How to prepare and plan for an efficient system is outlined on the last page. A sheet of cross-section paper is also enclosed to enable the plantowner to sketch a rough layout of his plant to show approximate positions of equipment. Final planning and estimates are given by the manufacturer without obligation to anyone desiring this service.

A copy of this free booklet may be obtained by writing to: "Hi-Speed," c/o Time Savers, Inc., 83-99 Walnut St., Montclair, N. J.



Hoffman Appoints Barkley

THE U. S. Hoffman Machinery Corp., New York, N. Y., has assigned B. B. Barkley as sales representative in the Florida territory. With headquarters in Miami, Mr. Barkley will serve drycleaning, laundry and clothing establishments throughout Florida, east of Tallahassee.



B. B. BARKLEY

A native of Selma, Ala., where his family conducts a drycleaning business, Mr. Barkley has well-rounded experience for helping plantowners, the Hoffman announcement states.

He is a graduate of a 1946 NICD course, which he took after four years with the Army Air Corps.

In 1947, Mr. Barkley joined Hoffman as service man at the Birmingham branch office. He was later parts and office manager at Memphis and during the past 15 months was parts and service manager for the Cincinnati branch.

Cleaners Sales Names Miller

CLEANERS SALES & EQUIPMENT CORP., New York, N. Y., has announced the addition to its sales staff of Albert L. Miller of Binghamton, N. Y. Mr. Miller will service the company's customers in northeastern New York State, an area in which he has been selling to the drycleaning industry for 20 years.

Truck Survey

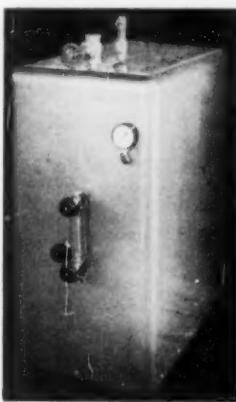
ACCORDING to W. C. Schumacher, general manager of the motor truck division of International Harvester Company, a recent survey of International trucks with Metro bodies in use in the New York City area indicated a growing

use of these multi-stop trucks, particularly in the drycleaning and laundry fields.

The most popular uses of International multi-stop trucks in the New York area were listed by Mr. Schumacher as follows: bakery, 1,893 in operation; laundry, 1,450; delivery service, 600; cleaners and dyers, 351; linen supply, 253; truck leasing, 219; coat and apron supply, 151, and many others, for a total of 5,508.

Before the war, Mr. Schumacher stated, multi-stop trucks were a new idea in transportation and were used modestly at first in only a few fields, with consequently low production. Since the war, however, International multi-stop trucks with Metro bodies have come to be used in more than 60 delivery and transportation fields and they are manufactured in tens of thousands. International produces about 40 percent of the industry's output of multi-stop trucks and has recently increased production.

streamlined in appearance and operation, it has been announced by Coates Electric Manufacturing Company, Seattle, Wash. On the new boiler the appearance has been improved by



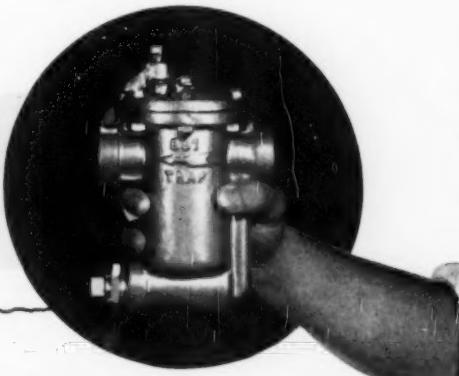
completely enclosing all of the "gadgets," except the pressure gauges, in an insulated green metallic case.

According to Sydney Coates, manager of the company, the automatically controlled boiler provides safe and efficient heat

NOW 2

Small ARMSTRONG TRAPS
with the strainer
Built Right In...

SAVE TIME AND MONEY



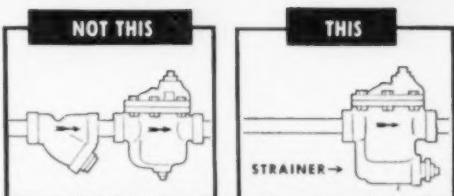
WHEN dirt and scale conditions are bad, two new Armstrong Traps, the Nos. 880 and 881, are ideal for draining presses, steam irons, hose forms, tumblers and similar equipment. The built-in strainer feature of these models eliminates a separate strainer, extra fittings and considerable installation labor. Better yet, these traps cost less than a comparable standard trap plus a separate strainer.

The No. 881 is slightly larger than the No. 880 and is used to drain slightly larger equipment. These two models can handle the majority of laundry and dry cleaning condensate drainage requirements.

For details call your nearby Armstrong Representative or write:



ARMSTRONG MACHINE WORKS
850 Maple St., Three Rivers, Michigan



**SEND FOR BULLETIN 193 ON
ARMSTRONG TRAPS FOR
LAUNDRY AND DRY CLEANING SERVICE**

SOLVINK REMOVES INK STAINS

Solvink goes to work immediately on ink, rust, paint and blood stains. No waiting. Nothing to dissolve. There's a bigger margin of profit for you when you use this quick-working spotter.

½ pint set of Solvink—2 solutions—\$2.25

GREENZYME

For removing albumin stains, board or bath. "All that a Digester Should Be."

\$3.95 per lb.
In case lots

SIZ-IN

Renews original luster of hats without making them stiff or shiny. Not a stiffener—a true size.

\$3.95 per gal.

TANSOL

For removing tannin stains—½ pint set—2 solutions

\$2.25

Greenville Chemical products are fully guaranteed.

Absolute satisfaction or your money back.

For FREE Samples Write to Department 9-N

GREENVILLE CHEMICAL COMPANY

Greenville, South Carolina

for any purpose where high, medium or low pressure steam is needed. The boilers, which

have Underwriters' approval, are available in sizes from 1 to 100 BHP pressure.

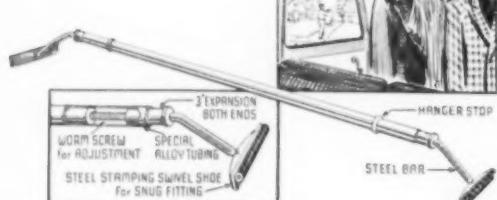
Newhouse Car Rack

A NEW expansion-type car rack has been brought out by the Newhouse Company, 1125 E. Colorado Blvd., Glendale, Calif. The rack, according to E. J. Newhouse, carries any normal load without sagging or loosening and permits the use of the cleaner's private car for deliveries.

The length of the new rack is adjusted by concealed worm screws which permit a six-inch expansion, three inches at either end. By a twist of the hang bar the rack can be made to fit

snugly and solidly against the sides of any width car body, Mr. Newhouse states. There are no springs to weaken, wear out or break.

The hang bar is constructed of special heavy alloy tubing with rubber hanger-stops at either end. This bar is connected by nickel-plated steel arms to swiveled end shoes with tubular rubber insets that protect the car upholstery. The car rack, called the "All-in-One," is said to be easily installed or removed in a few seconds.



Perry Renamed Hoyt

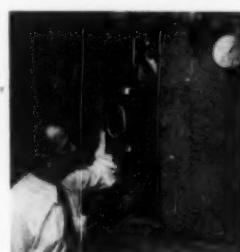
H. R. HOYT, president, has announced the change of the name of E. J. Perry Corporation, Fall River, Massachusetts, to Hoyt Mfg. Corp. The announcement states that the company's stepped-up advertising program featuring several new machines will show the continuity of the firm by the added explanation, "Formerly named: E. J. Perry Corporation."

The Hoyt company will maintain the same sales policies and will manufacture the same line of drycleaning and laundry equipment, including open-end tumblers and the Solvo-Miser, with continuing machine improvements.

delivery the entire Hexagon line featuring Stad-Spun and Stad-Tex fabrics.

New Solvent Meter

THE Fischer & Porter Company has introduced to the cleaning industry the Solvent Flowrator meter, designed to aid in filter operation by giving simultaneous solvent flow rate



New Stadham Distributor

THE Stadham Company of Philadelphia has announced that The Superior Products Co., 148 Pearl St., Sommerville, Mass., has been appointed an additional New England distributor for the Hexagon line of press pads and covers. The Hughes Co., Boston, also distributes Stadham's Hexagon line in New England. The new distributor, the announcement states, will stock for immediate

and clarity indication. This provides a constant and continuous check on the filter efficiency, the company states, tells the operator when the filter has become clogged, when the flow rate is too high, and when the filter pump is not working properly.

The new meter is made in

special materials selected for corrosion-resistance to both natural and synthetic solvents. Replacement parts are interchangeable and are easily obtained, according to the announcement. Installation is made directly in the pipe line on the outlet from the filter. A pipe wrench is the only tool required for installation.

Further details may be obtained by writing Fischer & Porter Company, Dept. DC, Hatboro, Pa.

American Names Jeffre

THE American Laundry Machinery Company, Cincinnati, Ohio, has announced the appointment of David N. Jeffre as assistant manager of its Eastern Sales Division with headquarters in New York City. Mr. Jeffre succeeds L. C. Winans, who was recently named Eastern Division manager.

Mr. Jeffre has been with American since 1926. A graduate of Yale University, he has served in the company's general sales department and in both the field engineering and survey engineering departments of the Eastern Division. He was also assistant to the district manager of the Washington,

D. C., office. During World War II he was in charge of the development of packaged portable laundry units for the U. S. Navy.

Patek Marketing Plan

BRUCE L. BROWN of Patek & Co., San Francisco, Calif., is making an extended tour of the East, Middle West and



BRUCE L. BROWN

South to investigate new lines and marketing opportunities for Patek's newly established Industrial Division. Mr. Brown, it

was announced, will bring merchandising assistance to the company's Eastern distributors and will establish a limited number of dealerships for Patek drycleaning specialties among representative supply houses.

Patek states that this move has been under consideration for some time because of the large number of inquiries and mail orders for Patek products which have originated in the East.

Rassenfoss Christmas Bags

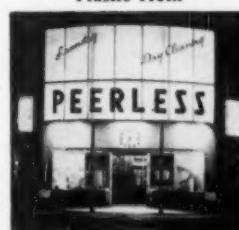
NEW line of garment bags imprinted with holiday greetings in Christmas red and green has been announced by Rassenfoss Bag Company, Glenview, Ill. In addition to bags which can be imprinted with the individual firm name, the company has introduced this year a new line of bags with all-over holiday designs.

New Hooker-Detrex Plant

COMPLETION of a large, modern trichloreethylene manufacturing plant at Ashtabula, Ohio, has been announced by Hooker-Detrex Incorporated. The full production capacity of the new plant will be utilized

in the manufacture of Perm-A-Clor and Triad metal degreasers and solvents for the Detrex Corporation, Detroit 32, Michigan.

Plastic Front



STORE-FRONT MODERNIZATION of Peerless Laundry, Los Angeles, used curved Plexiglas panels on second story, corrugated above windows, with firm name in red acrylic plastic. Clock is also Plexiglas. Front was installed by Fry Construction Co., Los Angeles; fabrication by Urrite Plastic Fabricators, Pico, Calif.

Induced Draft Fan-Stacks

STACK Bulletin 200N, describing a line of induced draft fan-stacks, has been announced by Prat-Daniel Corp., East Port Chester, Conn. The

Insist on
Cleansertag
for Faster, Easier
Garment Identification

WRITE for SAMPLES ➤

CLEANSERTAG will not shred despite your strongest solutions . . . it's extra strong both wet and dry.

CLEANSERTAG holds markings sharp and clear all through processing . . . takes markings easily, too.

CLEANSERTAG stays flat for easier, faster reading.

CLEANSERTAG is less expensive than cloth.

. . . So why accept substitutes? **CLEANSERTAG** is the original tag material of its type . . . a stronger, better tag material.

HOLLINGSWORTH & VOSE COMPANY East Walpole, Massachusetts

Yes! I'd like to give **CLEANSERTAG** a test in my plant. Send me samples today.

Name _____

Title _____

Company _____

Street _____

City _____

State _____

Use Blue Label DARCO

to tackle the problem of Fatty Acids...
and get sweet-smelling, quality dry cleaning!

Blue Label Darco stops fatty acids dead before they can cause trouble in your cleaning solvent! Using Darco regularly traps all kinds of residues that foul your cleaning solvent—you don't have to use special "sweeteners."

Darco gets rid of the cause of odors . . . keeps your solvent clean. This means customer-pleas-

ing, profit-building work. And it means improved performance from your washer, still, filter and tumbler.

Darco is easy to use! After pre-coating, just put Blue Label Darco in your washer or trap . . . recirculate until clean and put in your first load. Do this every day before you start operations.



See your Darco distributor now! And write for "Handbook of Solvent Recovery."



REG. U. S. PAT. OFF.

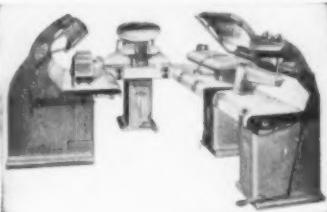
DARCO DEPARTMENT ATLAS POWDER COMPANY

Darco General Sales Offices

60 East 42nd Street, New York 17, N. Y.

Increase Your Volume with A New Source of Income!

The "New Yorker" presses are smooth, dependable, fast, powerful — very desirable for quick, economical, profitable work. This line of air-operated finishing presses is the result of years of extensive research and development.



Detrex Drycleaning Machines

These ruggedly constructed, U.L. Approved machines give you uniform quality, high production, synthetic cleaning and are fully automatic.

Clayton Steam Generators

Expertly made of the finest materials, fully automatic, self contained, give quality steam instantly, explosion and shock proof.

Cook "Washettes"

Commercial type washers—designed for continuous, trouble-free service—made to exacting specifications—"peak" production—"peak" profits!

PRICES and INFORMATION, on the above, Upon Request
Write Today for every equipment, supply and service need!

RODIN MACHINERY COMPANY

A DIVISION OF RODIN BROS. CO.
930 E. 53rd St., Chicago 15, Ill. • PH. WAgner 4-3300

P-D Fan-Stacks, the company states, are particularly suitable for the small plant. They consist of fan, breeching and stack, integrated and installed as a unit.

industry for the past 20 years as an authority on spotting, instructor in stain removal, co-author of the "Spot the Swatch Way" course and developer of Spotout for water-soluble stains.

New Stain Remover

THE release of a new stain-removal product, called "Pen-trate," has been announced by Kennedy Products Co.



MRS. MAE KENNEDY

Cincinnati 36, Ohio. The product was developed by Mrs. Mae Kennedy, who has been connected with the drycleaning

industry for the past 20 years as an authority on spotting, instructor in stain removal, co-author of the "Spot the Swatch Way" course and developer of Spotout for water-soluble stains.

According to Mrs. Kennedy, Pen-trate provides a new approach toward rapid stain removal, attacking a stain by penetration and eliminating the necessity of soaking or digesting garments to remove stubborn stains. It is claimed also that Pen-trate is neutral, safe on all colors and fabrics and will easily remove difficult stains when used in conjunction with Spotout.

Mrs. Kennedy does not claim that the two products will remove all stains but that they will remove all that can be safely removed on the wet side. It is also stated that both products are easy to use and safe in inexperienced hands.

New Armstrong Steam Trap

ARMSTRONG Machine Works, Three Rivers, Mich., has announced another small inverted bucket steam trap which has a brass strainer built right into the body. Known as the No. 881, this side-

for beauty and perfection in
FUR CLEANING
 nothing can compare with
 the simple, low-cost
Lusterway
 PROCESS

You can actually SEE the difference when a fur coat is cleaned by the Lusterway® Process. It glows with newlike sheen. It's CLEAN clear through—pelt deeply re-oiled so it holds up better in bad weather, stays clean longer. AND, best of all, you need never even open a lining—you never have a "sawdust hangover" in coats cleaned by Lusterway®. Nothing—no NOTHING—can compare with Lusterway® for speed, economy, eye-opening fur glory and ease of application. ANYONE can be a fur cleaning expert in a matter of minutes with the Lusterway® Process.

TODAY—

write, wire, phone
 or ask your jobber

* Reg. U. S. Pat. Off.

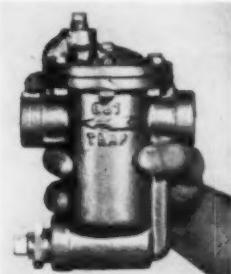
A minimum order of \$44
 starts you on the road
 to professional fur fin-
 ishing.



ROOT & CO.
 11 IONIA AVE., SW
 GRAND RAPIDS 2, MICH.

inlet, side-outlet trap is used oped for higher capacity and pressure requirements. The built-in strainer feature eliminates separate strainer, extra fittings and installation labor, Armstrong states.

The No. 880 trap has: $\frac{1}{2}$ " or $\frac{3}{4}$ " pipe connections; 150 psig. operating pressure; 450-690 lbs./hr. continuous discharge hot condensate capacity; $5\frac{1}{4}$ " height; 5" diameter, 5 lbs. weight; cast semi-steel body and cap; 18-8 stainless steel bucket. The No. 881 model is the same as No. 880 except: operating pressure 250 psig.; 769-1060 lbs./hr. hot condensate capacity; $7\frac{1}{16}$ " height; 6 lbs. weight.



dirt and scale conditions are bad, a strainer be installed ahead of the trap to avoid clogging. To meet this requirement, the Armstrong No. 880, which is smaller than the No. 881, was introduced with integral strainer over two years ago and found wide acceptance, the company states. The new 881 was devel-

New Tru Color Displays

TRU COLOR DYE WORKS, Brooklyn, N. Y., has announced that it is offering a set of three advertising display pieces to users of its dyeing service. The advertising material includes a 3-dimensional window unit with flasher-lighting effect, an easel-back counter card and a 4-color window or truck decal with gold background.

The three display pieces are designed to link Tru Color's consumer advertising in *Vogue*,

SPECIFY QUALITY and ECONOMY

Specify

DANDUX



longer wearing baskets
 from your dealer

BASKETS • HAMPERS • TRUCKS

C. R. DANIELS, INC.

DANIELS, MD.

New ZEPHYR Dry Cleaning Washer PRICES CUT DOWN TO 1939 LEVELS

Cuts Washing Time Up to 30%
Reduces Spotting Up to 50%

Here's the greatest bargain in the industry today! This NEWEST MODEL Dry Cleaning Washer . . . with every modern improvement for higher speeds, greater output and reduced cleaning and spotting-time costs . . . YET PRICED "WAY DOWN BELOW 1939 LEVELS!" Immediate deliveries on all sizes from 36" to 54", 30" to 72" diameter.

EXCLUSIVE FEATURES

All steel cylinder . . . all steel shell . . . self-aligning roller bearings . . . double doors with unloading shelves . . . pivoted drive . . . noiseless . . . safe.



WRITE, WIRE OR PHONE FOR DETAILS TODAY

ZEPHYR LAUNDRY MACHINERY CO.

LA SALLE AND HURON STREETS • CHICAGO 10, ILLINOIS

**LOOK for us in BOSTON
at the October Laundry Show!**

BOOTHES 313—314—315 . . .
hold the ANSWERS to
FUR Cleaning & FUR Storage
PROBLEMS for YOU!

Ask to see the New

- LUSTERETTE (a truly portable FUR ironer)
- LUSTRE-MATIC (for mass production FUR glazing and electrifying)

Reliable Fur Storage Equipment Co.

DIVISION OF

• **RELIABLE MACHINE WORKS, Inc.** •

230-240 Eagle St. • Brooklyn 22, N.Y.

CONSULT A RELIABLE REPRESENTATIVE

American Home and the Times Magazine with local drycleaners who offer Tru Color Process Dyeing. According to Stanley Simon, head of Tru Color, the purpose of the company's advertising is to develop greater consumer confidence in garment dyeing and to encourage women to patronize the cleaner who displays the Tru Color Process insignia. The magazines carrying the ads reach over 4½ million women.

Complete information about the availability of the tie-in display material can be obtained by writing to Tru Color Dye Works, Cooper Ave. & Dry Harbor Road, Brooklyn 27, N.Y.

Davies-Young Manual

A 36-PAGE descriptive manual has just been issued by the Davies-Young Soap Company for the drycleaning and laundry industries. The manual covers the following classifications: drycleaning soaps for petroleum solvents and for chlorinated solvents; wetcleaning soaps and synthetics; spotting specialties; garment retexture, size and water repellents; rug, carpet and upholstery shampoos; glove and suede dressing and dyes; deodorants and neu-

tralizers, and break and stain-removal products.

Containers of the various products are illustrated in this manual and a complete description of each product is given.



The bulletin also gives prices that went into effect August 1, 1950, for the products in the various-sized containers.

The manual may be obtained by writing to the Davies-Young Soap Company, Dayton 1, Ohio.



PRECISION BUILT... Over 8,000 Machines in Use!

NATIONAL

LEVER PRINCIPLE HAND MARKING MACHINE

THREE STYLES
6, 8 or 10
character

THREE TYPE
SIZES
12, 15 or 18 point

THE NATIONAL
MARKING
MACHINE CO.

4026 Cherry St. Cincinnati 23, Ohio

Call your NATIONAL distributor.

SPECIALISTS IN BUNDLE AND GARMENT IDENTIFICATION AND OPERATING SYSTEMS

Paralate-S Folder

A scribing "Paralate-S," a newly developed, specialized detergent designed primarily for family and institutional laundries and linen supply plants, has just been issued by Diamond Alkali Company.

The folder particularly recommends this new compounded, free-flowing silicated alkali, high in sodium oxide content, for average soil and very high bicarbonate water conditions or for extremely heavy soil and medium bicarbonate water conditions. The folder also contains formulas for using the material as a bleach detergent and as a soap builder on both white and colored loads.

Copies of the folder are available to laundryowners, superintendents and managers upon request to Diamond Alkali Company, 300 Union Commerce Building, Cleveland 14, Ohio.

"T" Series Compressors

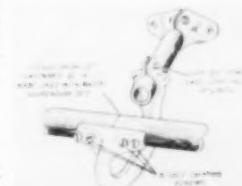
INGERSOLL-RAND has published a new bulletin describing its "T" Series Stationary Air Compressors. The "T" Weiss of the White Machine Series consists of two lines, Co. The one-piece Contin-U- Rail support consists of a cast-

dustrial pressures of 100-125 pounds; the other rated at 200 pounds for continuous service, and up to 250 pounds on intermittent pump-up service. The bulletin shows various sizes and models and gives cross-sectional views, engineering data, sizes and dimensions.

For additional information write for Form 1048 to Ingersoll-Rand, 11 Broadway, New York 4, N. Y., or any of its branch offices.

Rail Support Fitting

A NEW rail support fitting makes it possible to connect $\frac{3}{4}$ - or 1-inch pipe without using any other fitting, according to an announcement by M.



Metal type, under pressure, comes in direct contact with the goods . . . the only means that insures clear, permanent, legible marks on rough surfaced goods like bath towels.

Automatic type aligning device — insures clear, straight marks.

Ink pad covered except when inking type—prevents ink drying out.

Indicator strips on both sides of each typesetting lever—assure speed and accuracy.

Precision parts made of carbon steel, high strength gray iron, bronze, brass and special alloy steel—assure trouble-free operation, longer, more economical service.

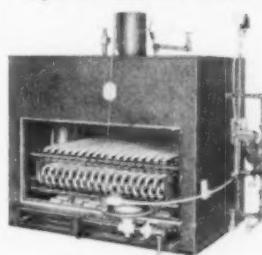
• **NO OTHER MACHINE has all these features!**

Call your NATIONAL distributor.

PARKER INDUSTRIAL BOILERS

The Greatest Dollar Value On The Market

Lower Initial Cost—Lower Maintenance Costs—Greater Ease of Operation—Greater Dependability



The sensational new Model 50, designed especially for cleaning and laundry plants is the greatest advance in boiler design in the last decade. Many outstanding features are low initial cost— inexpensive to install—low operating cost. Completely safe—simple to operate—dependable. Easily cleaned—complete accessibility—long

life. Manufactured in gas and oil, sizes 4½ to 100 H.P., A.S.M.E.

Telephone, telegraph or write for complete information and colorful folder.

NAME _____

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CITY _____

STATE _____

SID E. PARKER BOILER MFG. CO.

Incorporated

2035 E. 37th St., Los Angeles—ADams 3-4211



ARE YOU SATISFIED WITH YOUR PRESENT INCOME?

If you're not, investigate the Berlou "Profit-Builder" Plan that last year added \$1,000 to \$5,000 EXTRA NET PROFIT to over 10,000 United States and Canadian firms.

Yes, Berlou's "Profit-Builder" Plan can help you build up your service business and boost your over-all profits, because people appreciate a Berlou 5-year guaranteed mothproofing job. And you'll like Berlou's liberal cooperative advertising plan, national advertising campaigns, and free sales aids because they bring new customers and help hold old ones.

Make life easier and more profitable for yourself—send for your free copy of Berlou's "Profit-Builder" Plan TODAY!

BERLOU MANUFACTURING COMPANY

35 Blaine Avenue
Marion, Ohio

MAIL THIS COUPON NOW

Berlou Manufacturing Company

35 Blaine Avenue
Marion, Ohio

Gentlemen: Of course I want to make more money. Send me Berlou's "Profit-Builder" Plan.

Name _____

Address _____

City _____ Zone _____ State _____

Rid your Boiler of SCALE • CORROSION AND FOAMING . . . THE EASY LOW-COST WAY . . . USE DOCTOR BOILER

*The scientific scale remover with
"COLLOIDIZING ACTION"*

*See your distributor or write
DOCTOR BOILER, INC., DALLAS, TEXAS*

steel hook with a hexagon nut chemical are prepared by Scientific Oil Compounding Company, Inc., of Chicago. The arrangement for lowering or raising lines for leveling. Four self-tapping screws are said to insure rigid support of the rail line.

Further information about the Contin-U-Rail line of "do-it-yourself" fittings may be obtained by writing to the White Machine Co., 104 Livingston St., Newark, N. J.

Auto-Lite Folder

A NEW folder describing Auto-Lite indicating and recording thermometers is now available, L. B. Murphy, sales manager of the Instrument and Gauge Division, has announced. The folder contains descriptions and specifications for five different types of thermometers as well as for bulbs and fittings.

Copies of the folder can be obtained from The Electric Auto-Lite Company, Instrument and Gauge Division, Toledo 1, Ohio.

New Hagan Branch

A NEW Los Angeles district office has been established at 3931 Tweedy Blvd., South Gate, Calif., by Hagan Corporation, Pittsburgh combustion and chemical engineering firm, and its subsidiaries — Calgon, Inc., Hall Laboratories, Inc., and The Buromin Company. The Los Angeles district office formerly was located at 1807 Olympic Blvd.



LARRY RAYNES

After serving an apprenticeship as both drycleaner and spotter, he attended the National Institute of Cleaning and Dyeing school, and later served as superintendent in several of Detroit's largest and most progressive plants.

After a year and a half as educational director of the Motor City Trade School in Detroit, Mr. Raynes entered Street's employ in June, 1950.

Mildew Preventative

Aerosol preparation of a mildew-preventing agent has been developed for household use and is being distributed under the trade name of "Formula J" by the J. W. Johnson Company of Bellwood, Ill. Two types are available, one for fabrics and one for leathers. Formulations of the new

product were developed by the company's research department.

GREATER... PRODUCTION, PROFITS AND COMPLETE CUSTOMER SATISFACTION!



Order JANET press
and forms from your
dealer, or write:

JANET GLOVE FORMS

The JANET steam necktie press finishes ties like new! Eliminates all iron marks, sharp knife-like edges . . . leaves ties with smooth rounded edges. Easy to install and operate . . . finishes up to 100 ties per hour. Fits all standard ties . . . built for long carefree service.

New electric or steam heated models available for both ladies' and men's gloves.

Prices subject to change without notice.
SHELDON-HEINZ MANUFACTURING CO.
15-B Wilder Street, Minneapolis 1, Minn.

New Vapor-proof Pump

A PLASTIC-COATED fabric diaphragm is featured in the Bishman Manufacturing Company's new improved No. 750 Vapor-proof Pump, for 15- to 50-gallon drums. In addition to the new diaphragm, which is said to be resistant to synthetic solvents, petroleum products, al-



cohol and other liquid chemicals, the pump has a vapor-proof, non-drip valve. It screws directly into $\frac{3}{4}$ -, $1\frac{1}{2}$ - or 2-inch openings.

No. 750 is recommended by the manufacturer for noncorrosive, nonrusting liquids. No. 777 is the companion model designed to handle corrosive liquids.

A folder describing both models may be obtained by writing the Bishman Manufacturing Company, Osseo, Minn.

New Starch Product

A NEW starch product, "Nu-Film," that acts as a soil-suspending agent has been announced by National Starch Products, Inc. Technical data and samples are available from National's development laboratories, 270 Madison Ave., New York 16, N. Y.

According to the manufacturer, whiteness-retention tests on unsized cloth have shown excellent performance of Nu-Film in preventing redeposition of dirt on to textile fibers. Nu-Film is also said to have prop-

erties of interest for the formulation of laundry starches.

Pennsalt Appoints Murphy

FRANCIS E. MURPHY has been appointed production supervisor of the Wyandotte works of the Pennsylvania Salt Manufacturing Company, it has been announced by William F. Mitchell, vice president in charge of manufacturing. Mr. Murphy will be in active charge of all Pennsalt's chemical plant operations in Wyandotte and will report to H. J. Eichenhofer, assistant superintendent.

Mr. Murphy joined Pennsalt in 1943 as assistant to the manager of research and development. In 1945 he was transferred to Pennsalt's Whittemarsh Research Laboratories as director of development. In 1947 he came into the manufacturing division as assistant production manager, and later became supervisor of process controls.

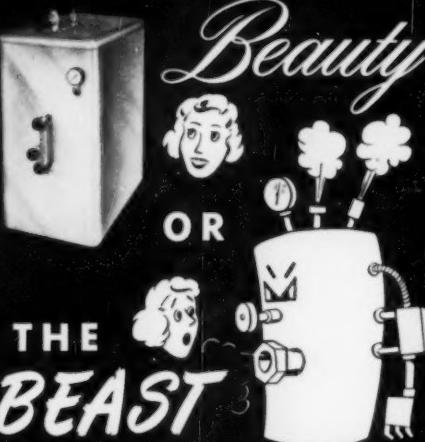
Mr. Mitchell also announced that John Bogen, formerly with Pennsalt's production department in Philadelphia and the staff at the Calvert City, Ky., plant, has been transferred to Wyandotte.

Line of Lighting Fixtures

THE Pyle-National Company, 1334 N. Kostner Ave., Chicago 51, Ill., has announced the addition of a series of explosion-proof lighting fixtures and a series of dust-tight lighting fixtures to its Pyle line.

Pyle-National LE Series, Explosion-Proof (Class I, Groups C and D) are for use in locations where highly flammable materials are handled. Pyle-National DE Series, Dust-Tight (Class II, Groups E, F, G, and Class III) are for use in locations where flammable dusts are present in quantity. The fixtures are available in many types and sizes.

Beauty



**Of course . . . you'd take
the beautiful . . .**

Coates ECONOMY ELECTRIC BOILER

ASME CODE NATIONAL BOARD
INSPECTED U.L. APPROVED.

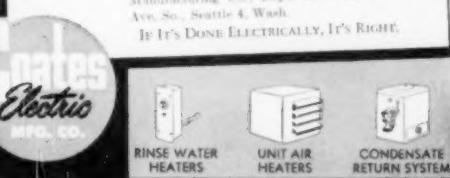
Beauty in appearance with its compact, stream-lined metallic case that's an attractive addition to any plant . . . completely insulated so that the surface of the boiler does not get hot.

Beauty in operation because it produces steam economically, transferring all heat generated by the current direct to the water in the boiler . . . it is automatic, eliminating extra help. Saves time and money.

Beauty and protection combined in one reliable unit . . . the heavy gauge metal construction has been tested and approved by an Authorized Inspector of the National Board of Pressure Vessel Inspectors. A high temperature limit thermostat provides protection against low water. This boiler has been proved over a period of 25 years to provide Sanitary, Safe and Reliable heat for any purpose where high, medium or low pressure steam is needed.

Boilers are available in sizes from 1 to 100 BHP pressure to suit your needs . . . write today for further particulars . . . Coates Electric Manufacturing Co., Dept. NC-10, 3610 First Ave. So., Seattle 4, Wash.

If It's Done Electrically, It's Right.



SAVE WHERE IT Counts Most

In these Days of Rising Costs
You can make Substantial
Savings in the Boiler Room!

SAVE ON FUEL!
SAVE LABOR!

SAVE ON WATER!
SAVE TIME!

Kisco Anticipated Your Demand for
Kisco-Bilt Boiler Room Equipment!
We can make Prompt Shipments of
these Celebrated Kisco Products



If steam is your problem . . . If you produce and use steam for processing or heating . . . then check the many advantages of KISCO-BILT Equipment. KISCO Boiler Room and Heating Equipment assures you of top quality, dependable construction, simplified, automatic operation and trouble-free maintenance.

KISCO STEEMATIC BOILER

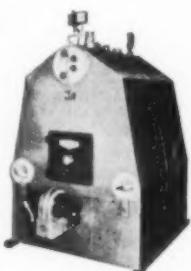
The most efficient, most economical Boiler we've ever built . . . for firing with any fuel. Write for Catalog BSA-10.

RETURN-TO-BOILER SYSTEM

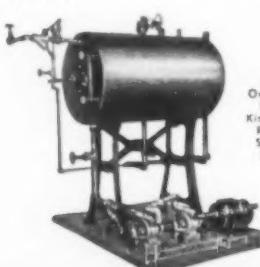
The Kisco System steps up production, increases capacity and efficiency of any boiler. Write for Catalog BRS-10.

KISCO HEAT RECIRCULATORS

Get top heating efficiency and economy with Kisco Steam or Gas Hot-Air Unit Heaters. Write for Catalog BUH-10.



Talk to
Men Who
Own Kisco-Bilt
Equipment.
Kisco Gets Top
Rating With
Steam Users
Everywhere



Designers and Manufacturers of Boiler Room, Heating and Ventilating Equipment

Kisco Boiler & Engineering Co.

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BOCK EXTRACTORS

The most efficient time
and money saving Ex-
tractor on the market.

Made in 15", 17" and 20" sizes.

Send Us Your Inquiry.

BOCK
LAUNDRY MACHINE CO.
TOLEDO, OHIO

Preventing Static in V Belts

A RECENT bulletin of The B. F. Goodrich Company on "Static Conducting Vee Belts" contains the following explanation:

Static electricity is caused by the friction of two unlike materials rubbing together. Rubber, leather, canvas and all other types of belting will generate static charges under normal operating conditions unless some provisions are made to eliminate the static charge buildup. Generally this static charge bleeds off the media through the air, and no sparking occurs. However, in some cases, especially with low humidity conditions, very high voltages are built up on the belt. The potential of the static charge is dependent on the composition of the belt, the speed of the belt, the sheave sizes, the belt cross-sectional dimensions, the amount of slippage present, etc.

If a standard V belt of high resistivity is used on a drive and a charge is built up, there are several ways of removing the charge. One method is point contacts on the belt where it enters and leaves the pulleys; another is wire combs contacting the belt surface, and in some instances a conductive paint is applied to the belt. However, these methods are not too satisfactory and the sure way of determining that adequate protection is provided is to use static-conducting V belts.

The most important thing to remember is the fact that if the motor and driven unit are not adequately grounded, no matter what static belt is used there will be no protection against sparking.

Dirt, oil, water, etc., will change the characteristics of the belts so the drive should be fully protected. Only in this way can there be assurance that the belts will retain their original properties. # #

New Blending Fiber

A NEW fiber known as Vicara, used principally in blends with other fibers, is now being produced commercially on an extensive scale. According to a spokesman for the Virginia-Carolina Chemical Corp., Vicara is resistant to moth damage and mildew, to acids and alkalies, has a slow burning rate and has excellent heat resistance up to 350 degrees F. While its properties are not affected by age, sunlight causes a slow deterioration and loss of strength. Blended with rayon, Vicara is said to give a silky feel which withstands drycleaning and laundering, and when blended with washable fibers it is easily launderable.

Vicara blends are being produced for upholstery fabrics, women's dress goods and suiting, men's suitings, sport clothes, blankets and knit goods. # #



sunbeam automatic

CLOTHES LIFT KEEPS GARMENTS AT COMFORTABLE WORKING LEVEL

- Automatically lowers and raises load into and out of basket
- Automatically adjusts to weight of load: silk, wool or mixed
- Liner fits over platform; garments can't get pinched or lost
- Fits into any aisle-basket or hamper
- Amazing production speed up, saves hours, dollars and tempers
- Low-cost, lifetime-lasting—you'll want one for every basket in your plant.

write **CLEANERS SPECIALTIES SUPPLIES CO.**
today

6615 N. Fairfield Ave., Chicago 45, Ill.



PEOPLE AND PLACES

SOUTH

WEST



Economy Cleaners, 245 Fillmore St., San Francisco, Cal., has been taken over by Sol and Dorothy Zeltzer.

Fred Rode is remodeling his cleaning plant at 4024 Rainbow, Overland Park, Kans., and adding new equipment.

Kelley Cleaners, Silsbee, Tex., has been sold by M. H. Kelley to D. N. Hatton.

C. P. Tanner is now president of Sterling Cleaners, Inc., Burlingame, Cal., in partnership with Leonard B. Gross, vice president.

Betsher Cleaners, Eureka, Kans., was recently closed for a week for installation of new equipment and redecorating.

Gale Sills and Ray Ash have become partners with Mr. and Mrs. Art Robinson, owners of Pantorium Cleaners, Woodward, Okla.

Thrift-D-Lux Cleaners, which operates 46 branches in Southern California, has opened an outlet at 7244 Woodley Ave., Van Nuys, Cal.

Moran (Kans.) Cleaners, owned by Wayne Weast, has installed a new boiler.

W. C. McArthur, proprietor of the Mojave Dry Cleaning plant, and C. E. Ferrell have leased a

building in Tehachapi, Cal., in which they plan to establish a drycleaning plant.

The front of **Fashion Cleaners**, Washington, Kans., has been modernized. The business is operated by Mrs. Winnie Boyd and her son, Hugh.

J. D. Leonard has announced the closing of Leonard Cleaners, 2801 Stonewall St., Greenville, Tex.

DeLux Curtain and Blanket Cleaners has been opened at 4080 W. Pico, Los Angeles, Cal., by H. Schlesinger and Saul Bregman.

Bailey Cleaning Co. has leased a lot adjoining its plant at 9927 Hines Blvd., Dallas, Tex., with a view to expansion.

Tolof Everson, proprietor of Keep-U-Neat Cleaners, 209½ N. Kansas, Liberal, Kans., has been granted a permit to build a drycleaning plant at 416 N. Kansas.

Pioneer Cleaners has been opened by John Vaughn and Frank Walker at Seventh Ave. and 25th St., Greeley, Colo.

Whipps Quality Cleaners has been opened by Mr. and Mrs. Gilbert Whipps at 1614 Cravens Ave., Torrance, Cal. The owners also operate Bungalow Cleaners in Wilmington and Marietta Cleaners, Long Beach.

INSURANCE

AGAINST DAMAGES IN

FUR & LEATHER CLEANING

BY STEAM & SOLVENTS

for *Pennies a Garment*

BIXBEE No. 20

Specially
Prepared
for
DRY CLEANERS

Restores,
Softens and
Gives
New Life to

- Fur Coats and Trims
- Sheepskin Linings
- Mouton Collars
- Leather and Suede Products
- Leather Jackets and Chamois Linings



Don't be baffled by furs and leathers burned, hardened, cracked, shriveled and shrunken by steam or in the dry cleaning process. Use the miracle product that the fur industry depends on for giving apparently hopeless pieces supple softness and renewed vitality. Let Bixbee No. 20 open the doors to satisfied customers AND PROTECT YOU AGAINST LOSS. It's your cheapest insurance against damages!

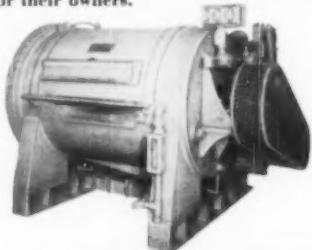
IF YOUR JOBBER IS OUT OF STOCK ORDER DIRECT

SOLE MFR. **BIXBEE RESEARCH, INC.**
56 S. 11th Street • Brooklyn 11, N. Y.

Simplify and SAVE

UP TO 50% WITH **WASHEX** the PROVEN COMBINATION **WASHER-EXTRACTOR**

Washex simplifies the cleaning process by doing the work of two machines—it both washes and extracts! Scores of Washex combination washer-extractors are now in use from coast to coast, saving time, labor and money for their owners.



SAVES LABOR

Two operations by the same machine reduces manual handling and cuts labor costs. Many owners report savings of more than 50%!

SAVES SOLVENT

Tests show that Washex extracts better than conventional equipment. Handling only dry garments eliminates spillage.

SAVES SPACE

Washex requires less floor space for the same productive capacity than conventional equipment. Many owners avoid new building costs by adding Washex to their present capacity or by converting entirely to Washex.

...and Saves Money!

THERE'S A WASHEX FOR EVERY SIZE PLANT

WRITE DEPT. NC FOR FREE WASHEX BOOKLET

FABRIC LAUNDRY AND DRY CLEANING
MACHINERY CORP.

192 Bunker Street

Brooklyn 22, N. Y.

PANTS POCKETING

Spooled

TRY IT! REPAIR DEPARTMENTS THAT USE IT
CLAIM NOTHING COMPARES WITH IT!

- ★ ELIMINATES WASTE
- ★ SAVES CUTTING TIME
- ★ CUT & FOLDED TO RIGHT WIDTH

3 kinds . . . Ivory white, Pearl gray, Canvas twill
AVAILABLE NATIONALLY THROUGH DISTRIBUTORS OR
WRITE DIRECT.

R. D. BUSSARD & SON 505 5th Ave.
Albion, Oregon

Mr. and Mrs. Eddie Main have purchased from Kenny Morris the cleaning establishment at 15828 E. Main St., Puenta, Cal. The business has been renamed Main's Cleaners.

Pioneer drycleaner Frank C. Guthrie recently celebrated the 60th anniversary of Imperial Cleaners, San Jose, Cal.

Oxford Cleaning Shop, Douglas, Kans., has been sold by Glenn Holland to Mr. and Mrs. Harry Reheis.

W. L. Gratopp has sold his dry-cleaning business at Lebanon, Kans., to Marvin Stones.

Modern Cleaners and Laundry, Las Vegas, Nev., has installed new laundry equipment. Owners Mr. and Mrs. Sells held open house to show the equipment.

Mr. and Mrs. Harold Thompson have announced plans to sell Moorpark (Cal.) Cleaners to James Trickey.

Robert L. Beckwith and Elmer E. Ross have purchased Pettit Cleaners, 114 E. Eighth, Winfield, Kans., from Earl E. Pettit, who is retiring after 39 years in the business.

Art Cleaners, Kiowa, Kans., owned by Harry Sippel, has reopened after a shutdown for installation of new cleaning equipment.

Orville Hamlin has sold a half interest in Hamlin Cleaners, 713 E. Fifth St., Garland, Tex., to Henry L. Tabor.

Bill Coppock has purchased the interest of his partner, Dave Roy, in Roy Cleaners, Osborne, Kans., and is now sole owner.

A new plant has been built for Campus Cleaners, operated by the Association of Former Students at Texas A & M. College Station, Tex.

Harold Ellison has announced the removal of Lehi Cleaners to larger quarters at Main St. and First East, Lehi City, Utah.

Elmer V. Woodward and Roy Lee Walls have opened East Side Cleaners at 549 E. Alisal St., Salinas, Cal.

William D. and Virginia E. Powell have announced intention to sell La Homa Cleaners and Dyers, 4557 York Blvd., Los Angeles, Cal., to Horace and Alberta Howe.

Shag's Cleaners, Plainsville, Kans., has installed a new cleaning unit.

New pressing equipment has been installed at Royal Cleaners, Osawatomie, Kans.

M. M. Studner has formally opened the new home of Sherwin Cleaners-Launderers at 2004 Colorado Blvd., Eagle Rock, Cal.

Dee and Hattie, Specialist Cleaners, have reopened their plant at 804 S. Beacon St., Dallas, Tex. The plant has been completely remodeled since its destruction by fire.

Mr. and Mrs. Fritz Winters recently celebrated the 25th anniversary of Winters Dry Cleaners, 2024 Maple, Wichita, Kans. New cleaning equipment has been installed.

Drive-In Cleaners has been opened by Mr. and Mrs. Charles Stille at Ft. Lupton, Colo.

Mr. and Mrs. R. R. Magee have announced completion of a modernization program at Nowata (Okla.) Cleaners, including installation of new George Love to Frank Beaudin, equipment.

LEARN TAILORING

In One of the Finest Tailoring Schools in America

Courses include fashion illustration, pattern-making, designing, making of men's, women's, and children's garments, alterations, and repairs. Courses may be varied to suit individual needs.



Courses approved by the Penna. Bureau of Rehabilitation, Penna. Dept. of Public Instruction and the V. A.

Special Attention Given the Handicapped

Write for free Tailoring Booklet No. 3

EMPIRE INSTITUTE OF TAILORING
422 East Fifth Street, Hazleton, Pa., Phone 302

George Hibler has installed a new boiler at Crystal Cleaners, the branches of San Carlos Cleaners at 250 Primrose Rd., Burlingame, and 36 N. B St., San Mateo, Cal., and is operating them under the name of New San Carlos Cleaners.

John A. Siranian has celebrated the 20th anniversary of Ideal Cleaners and Dyers, Winters, Cal.

Ben Ellis has purchased the interest of his partner, Bill Whitty, in Marlo Cleaners, Holton, Kans.

Wright Cleaners, Howard, Kans., has been bought by Mr. and Mrs. Gene Stephens.

L. and Adelaide Betz have filed a certificate of copartnership in Oakdale (Cal.) Dry Cleaners, 111 N. Third Ave.

NORTH

CENTRAL



Sullivan Brothers, operators of cleaning plants at 108 S. Spanish St., Cape Girardeau, Mo., and at Chaffee, Mo., have purchased Piedmont (Mo.) Cleaners from C. E. Ward & Son.

Colchester (Ill.) Cleaners has been opened by Cecil Beck and his sons, Mervin and Ralph.

Kenneth and Delph Hruska, both veterans, have purchased French Way Cleaners, Fort Dodge, Iowa, from Fish & Forbes.

Mr. and Mrs. Robert Lukehart have sold their cleaning establishment on S. Main St., Galla廷, Mo., to Mr. and Mrs. Harold Galpin.

North Branch (Mich.) Cleaners has been purchased by Gordon Katzmark.

Colt's Cleaners has been incorporated at Chicago, Ill., by Thomas F. Morrison, Henry M. Stanley, James J. Dunn and Orvo A. Maki.

Aspenson Dry Cleaning has been opened by Gilman Aspenson, a Navy veteran, on Main St., Viroqua, Wis.

James Murrell is enlarging Murrell's Cleaners, West Plains, Mo., and adding a second story.

Junior Miller has sold his dry-cleaning business at Sugarcreek, Ohio, to Mr. and Mrs. Irvin Baker.

C. A. Ostrem has purchased the interest of his partner and is now sole owner of Paris Cleaners and Dyers, Fort Dodge, Iowa.

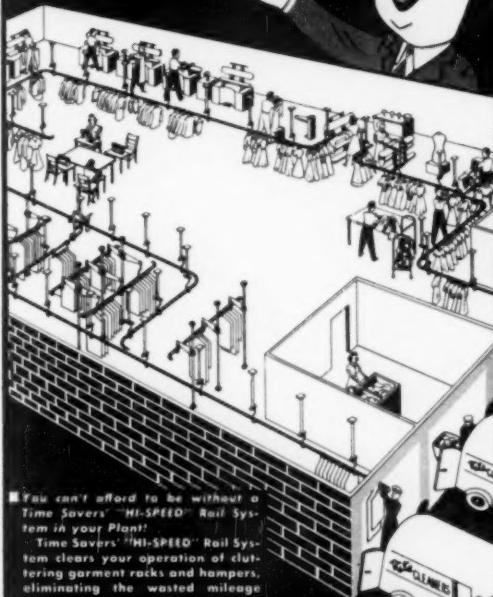
New equipment has been added by Unique Cleaners, 2110 W. Franklin St., Evansville, Ind.

Carl Stockholm Cleaners, Chicago, Ill., has opened a new branch at Wellington and Sheffield, Lake View.

William L. Hager has purchased from Jesse Dodd a half interest

TIME SAVERS' "HI-SPEED" RAIL FITTINGS

Cost as low as 77¢ per ft.



You can't afford to be without a Time Savers' "HI-SPEED" Rail System in your Plant!

Time Savers' "HI-SPEED" Rail System clears your operation of cluttering garment racks and hamper, eliminating the wasted mileage your garments travel through each operation. "HI-SPEED" gives more production with a smaller payroll... saves damage to garments... keeps them fresh and uncrushed as they glide smoothly overhead... helps you to reap more profit dollars!

We'll show you how easy it is to install a "HI-SPEED" Rail System using Time Savers' famous pre-engineered "HI-SPEED" Fittings and your own 1" pipe. No welding... no tapping... no threading... no machining... use simple tools to do the job.

Our Free Planning Service is explained in our new "HI-SPEED" Manual... MAIL COUPON TODAY... take advantage of this time-saving money-saving offer!

The most Practical and Economical Conveyor System for transporting garments within your Plant.

TIME-SAVERS

83-99 Walnut St., Montclair, N. J.

GENTLEMEN: Please send without obligation your FREE booklet on TIME-SAVERS' "Hi-Speed" RAIL FITTINGS

NAME _____

FIRM NAME _____

ADDRESS _____

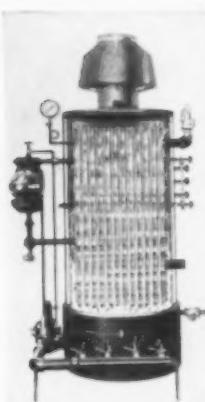
CITY _____ STATE _____

NAME OF JOBBER _____

TIME \$AVER\$

83-99 Walnut St. • Montclair, N. J.

MAXIMUM AUTOMATIC STEAM IN MINIMUM FLOOR SPACE . . .



The KANE Boiler is built to A.S.M.E. specifications, in sizes to 30 H.P.

Each KANE BOILER PACKAGE is carefully considered by us as an "individual" job—from the customer's requirements to the finished unit. And each BOILER PACKAGE is a compact, self-contained steam source that includes: the correctly sized KANE Automatic Gas-Fired Boiler complete with gas burner and controls to maintain required steam pressure; and an M-K-O Automatic Boiler Feed system designed to return condensate and supply make-up water as required for highest operating efficiency.

Engineered Steam at its best, with four decades of experience at your disposal—so, send your steam problem to us for study and recommendation.

WE'VE MOVED . . . and will now serve you from our modern, newly completed Factory and Office Building. Our new mailing address is as given below.

ENGINEERED STEAM AT ITS BEST

MEARS-KANE-OFELDT INC.
CHURCH ROAD, UPPER MERION, PENNA.
FOUR DECADES OF AUTOMATIC GAS-FIRED BOILER MANUFACTURING EXPERIENCE.



*Faster
THAN
A JET*



STAINLESS STEEL AIR COOLED HANDLE

The New Economy Gun with Special Jet Tip—breaks up moisture—gives air-fine spray—makes feathering out fast and easy—speeds up spotting work . . . \$5.00
With interchangeable 5/16" center hole Brush \$6.50



New Deluxe Steam Sporting Gun Complete with \$7.45
Jet Tip and 1/4" Center hole Brush

If your jobber cannot supply you, write us direct.

NEWHOUSE COMPANY
1125 E. Colorado Blvd., Glendale, Calif.

HAERTEL VAULTMASTER

A complete storage vault conditioning unit with fumigation equipment.

It is portable. It can be moved through standard size doors. Simple electric and water connections. The 4 ESSENTIALS in one compact unit: Refrigeration, Dehumidification, Fumigation and Ventilation, U.L. approved. Write for the complete story.

**WALTER HAERTEL
COMPANY**

2840 Fourth Ave. S.,
Minneapolis 8, Minn.



in Michigan Cleaners, 125 N. The quarters of McClead's Cleaners on N. Clinton St., Alexandria, Ind., have been enlarged and additional equipment installed by Mr. and Mrs. Paul McClead.

Donald and Orville Wiersma have purchased a building at Anita, Iowa, in which they plan to operate a drycleaning plant. Both brothers are veterans.

Band Box Cleaners, 12 W. Canal, Peru, Ind., has been bought by George Dagnen from Oren Sommers.

Coal City (Ill.) Cleaners is building a new store front.

Good Cleaners Corp. has been incorporated at Milwaukee, Wis., by Margaret Fork and Sylvia Kirgues.

Mr. and Mrs. W. D. Garrett have sold their drycleaning business at Carrollton, Mo., to Mr. and Mrs. Bill Smith.

William Clapp is the new owner of Rainbow Cleaners, Waterloo, Iowa.

Lee Ingram has installed his own cleaning equipment at Loyal Cleaners, Prophetstown, Ill.

Robert Gintz is constructing a drycleaning plant on Dover St., Sugarcreek, Ohio.

Charles Havens has opened Expert Cleaners at 605 Roosevelt Rd., Walkerton, Ind.

Lockwood (Mo.) Cleaners has been sold by Mr. and Mrs. Arnold Haguewood to Mr. and Mrs. Arden Boehne.



ARROWS UNDER SIGN show car entrance of new drive-in of Davies Cleaners, South Bend, Indiana. Service is at rear where auto is parked.

HAMILTON DYE KETTLES



Seamless jacketed copper for the best work. Only copper can touch the dyed garments. Low pressure steam over the large jacket area heats fast. Clean, bright results, year after year.

Hamilton Extractor Baskets
With new all-Monel inner bottom, have the one piece cylinder found only in top quality extractors.

Est. 1876

HAMILTON

Copper & Brass Works, Inc.
1101 LINCOLN AVE.
Hamilton (4), Ohio

ASK YOUR JOBBER OR WRITE FOR INFORMATION TODAY.

Glenview (Ill.) Cleaners has been opened at 1803 Wanigan Rd. by Henry C. Lockman.

Virgil Minnick is erecting a new plant for Mexico (Mo.) Cleaners at 219 N. Clark.

Pattensburg (Mo.) Cleaners has been bought by William McMahill from Nolan Williams.

Mr. and Mrs. Lawrence Wингate have purchased Quality Cleaners, 108 E. Seventh St., Rolla, Mo.

Badger Dry Cleaners has been opened on Eighth St. S., Wisconsin Rapids, Wis., by Mr. and Mrs. Charles Osburn.

DOMINION of CANADA

Extensive damage to building, equipment and clothing was caused by a recent fire in the cleaning room of Shockey's Cleaners, Peterborough, Ont.

Spotless Cleaners has opened its third plant in Victoria, B. C.

A tumbler explosion at Regina (Sask.) Dry Cleaners, 1319 Win-

nipeg St., caused damage estimated at \$400.

One Hour Valet has been opened at Victoria, B. C.

Jonella Cleaners has moved to its new plant on Victoria St., Nelson, B. C. Proprietor John Thom has also installed new equipment.

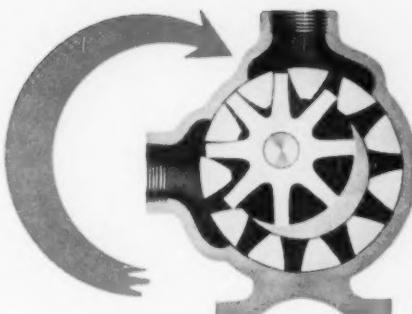
SOUTH **EAST**

Adkins Cleaning business, Hardinsburg, Ky., has been purchased by William Milburn and his brother-in-law, Don Gago.

Harry Herskowitz, who two years ago sold New French Benzol Cleaners at 99 S.W. Seventh St., Miami, Fla., has rejoined the firm as vice president in charge of operations. The busi-

ness, with stores throughout Dade County, was recently purchased by a syndicate which has modernized the plant and installed new machinery.

The former DeLuxe Cleaners, Breaux St., Bayne, La., has been purchased by Curley Guidry, who will operate under the name of Guidry Cleaners.



The genuine Viking is the original "gear within a gear" pump... most copied of all rotary designs. Be sure... insist on the original and genuine Viking. For details, ask for free bulletin 802Q today.



Viking PUMP COMPANY
Cedar Falls, Iowa

DAHLBERG'S NEW POWER DRIVEN REVOLVING GARMENT CONVEYOR

Carries garments smoothly throughout the plant . . . around curves . . . up stairs or down. Easy to install. Assures cleaning plants greater efficiency . . . capacity and profits.

Also DAHLBERG'S SLICK RAIL FITTINGS

Easy to install! No welding necessary! They form perfect flush joints. Hooks which are easily installed from ceiling or walls. With the use of our switches, gates, beraks, drop-offs, examiners, and common $\frac{3}{4}$ -inch pipe, you can have a very efficient, satisfactory slick rail system.

Construct it yourself! No need to shut down plant. No costly installation.

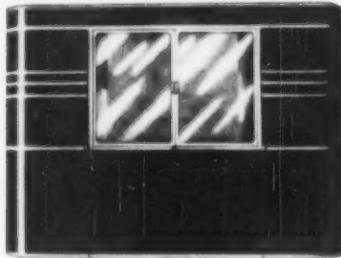
Patents applied for.

DAHLBERG MACHINERY CO.

918 East Superior St., Duluth 2, Minn.



SYNTHETIC DRY CLEANING MACHINES



Remanufactured \$1995 Guaranteed

F.O.B. L. I. City, N. Y.

- ✓ Handles 50 lbs. per hour
- ✓ Complete with still
- ✓ Fits thru 33" door
- ✓ Uses Perchloroethylene
- ✓ Remanufactured—Guaranteed same as new machine
- ✓ Price \$1995.00 F.O.B. Long Island City, N. Y.—Terms arranged

COLUMBIA APPLIANCE CORPORATION

B-16 43rd Ave., Long Island City 1, N. Y. Phone: STILLWELL 4-1922



**CHOOSE your WEAPON
to suit the SPOT**

Jiffy-Stick
STAIN REMOVER

The ONE original stick that removes ink spots, iodine, fruit, beverage and many dye stains in a jiffy. Simply tap the water-moistened spot gently. Easy! Economical! Safe!

FAST! For powerful localized stripping

STRIP STICK
STRIPPER
AND STAIN REMOVER

In the Protective Plastic Jacket

12 or more, each 85¢ 3 sticks, each 95¢
6 sticks each 90¢ 1 stick only \$1.00

In the Protective Plastic Jacket

12 or more, each 85¢
6 sticks each 90¢
3 sticks each 95¢
1 stick only \$1.00

For stains that respond to acid treatment...

RUSTICK
FOR RUST STAINS
In the Protective Plastic Jacket

12 or more, each 85¢
6 sticks each 90¢
3 sticks each 95¢
1 stick only \$1.00

Order from Your Jobber Today
NATIONAL CLEANERS CHEMICAL MFG. CO.
CHICAGO 12, ILLINOIS
2807 W. LAKE STREET
ALL 3 STICKS
SAFE TO ALL FABRICS

GROSS STAR
aluminum GRID PLATES
RECOMMENDED BY MANUFACTURERS

ORIGINAL EQUIPMENT ON MORE AND MORE PRESS MACHINES

Only GROSS STAR is 12-ways better.
Be sure your press plate has ALL 12 advantages.

up to 46" ... \$13.50
mushroom ... 10.00 from
over 46" ... 17.50 your jobber

L. BEHRSTOCK CO. 1708 S. State St.
Chicago 16, Ill.



John Hinds, owner of Twin City Cleaners, Omak, Ore., has taken over its operation from the former lessor, M. E. Minor.

Barrel Cleaners, Bozeman, Mont., has been sold to Clyde Whiteman by W. Howard Johnson, a veteran who has been recalled to active duty in the air force.

C. M. Van has purchased the interest of his former partner, Lawrence Sanders, in City Cleaners, Merrill, Ore.

Bassett (Neb.) Cleaners has been sold by Mr. and Mrs. Harry Brown to Mr. and Mrs. Darvin Pemberton.

Gordon Watkins has purchased from Lawrence Porter a half interest in Smith's Monroe (Wash.) Cleaners, and will operate the firm in partnership with Tom Matott.

Modern Cleaners, Newcastle, Wyo., has been purchased by Pete Kozisek and Tom Lallatin from Gladys and Rodney Ware.

Mr. and Mrs. J. E. Whittenberg are opening a drycleaning business in the Coggan Bldg., Emporia, Ore.

Hunt's Ainsworth (Neb.) Cleaners has moved to a new plant. The proprietors, Mr. and Mrs. Hunt, have also put in new equipment.

Heiford's Cleaners and Monroe Laundry, Snohomish, Wash., have been sold by Earle R. Heiford to Roy Marler and Luther Williams. The business has been renamed Liberty and Monroe Laundry.

City Cleaners, Battle Ground, Wash., has been sold by T. L. Larson to Carl Draper, who operates a drycleaning firm in Eugene, Ore.

B & M Cleaners, Newport, Ore., was purchased recently by D. W. Murphy from Robert Brehm.

ARE YOUR RACKS EQUIPPED WITH THESE TIME-SAVING MONEY-SAVING CASTERS?



These Patented Casters are by far the most popular in the Drycleaning Industry. Most leading Cleaners use them. Why?—They roll easier . . . turn better . . . and last longer!

That's why more and more Drycleaners buy GI-GR-NITE Casters every year. Act now! See for yourself what GI-GR-NITE Casters will do for your Cleaning Plant!

CLINTON PRODUCTS CO.
CLINTON 14, MICHIGAN
In Canada: Advance Steel Products Ltd., Chatham, Ont.
GI-GR-NITE
(Geiger-Knight)
CASTERS

Ardie's Cleaners, Milton, Ore. has been sold by C. W. Henze to Mr. and Mrs. Vannie L. Campbell. Mr. Henze will continue to operate his cleaning business at Waitsburg, Wash.

Papillion Enterprises, Inc., has been incorporated as a drycleaning business at Papillion, Neb., by D. E. and Ann Baca.

Arley Thompson, owner of Fashion Cleaners, has constructed an addition at the rear of the Fashion Cleaners plant, 317 California Ave., Libby, Mont.

Union (Ore.) Cleaners has been reopened by Mrs. Margaret Swick.

Merit Cleaners has been opened in Newcastle, Wyo., under the management of Mr. and Mrs. C. M. Millsap. The business is Ore.

NORTH

EAST



Natalie C. Merrill H. and Shea, Inc., has moved to larger quarters at High and Division papers for incorporation of Chiswick Cleaners, Inc., 97 Langdon St., Holyoke, Mass.

Ex-Ray Dry Cleaners, Inc., headed by Jesse J. Vertun, has taken over Charles and King, Dry Cleaners, at 281 Riverdale Ave., Yonkers, N. Y.

Barton Dry Cleaners has moved to new quarters at High St. and Willoughby Rd., Newport, Vt.

McNichol Dry Cleaners, Port Allegany, Pa., has been sold by Thomas McNichol to Mr. and Mrs. Russell Potter.

Charles R. Mills has become associated with Phil Hubbard in Phil's Dry Cleaning, Plattsburgh, N. Y.

owned by Clem Burge, operator of Merit Cleaners in Lusk.

Maywood Cleaners, 8841 N. E. Sandy Blvd., Parkrose, Ore., has been bought by Paul and Stella Akin.

Pantorium Cleaners, Astoria, Ore., has been sold by Mr. and Mrs. Jack Hallberg to Mr. and Mrs. Tom Young.

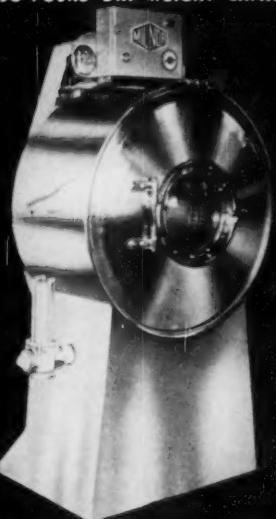
McCall (Idaho) Cleaners has been taken over by Mr. and Mrs. Gene Tooman.

Thomas Andrich and Wilford Steele have leased Astoria (Ore.) Cleaners, 530 Exchange St., from Grove Brothers, Inc.

A drycleaning business has been opened by Jack Wingate at 103 S. Lancaster Dr., Four Corners, C. M. Millsap. The business is Ore.

MILNOR ALL STAINLESS STEEL LAUNDRY WASHER

25 & 50 POUND DRY WEIGHT CAPACITY



PELLERIN MILNOR CORP.
NEW ORLEANS, 18, LA. U.S.A.

**NOW CLOTH-COVERED BUTTONS
MADE IN SECONDS...
WITHOUT TOOLS!**



Patented—Additional U. S. and Foreign Pats. Pending

PRIMS COVER BUTTONS
are rustproof and Dryclean-proof!

YOUR SELF-COVERED BUTTON TROUBLES are over. Now you can replace lost buttons in seconds . . . easily . . . perfectly . . . and without any tools.

Prims, made by the makers of the popular Sonomar line of Pins, Safety Pins and Garment Hangers, are available in Halfball and Flat (as illustrated above) as well as Combination and Decorative styles . . . each in a wide range of sizes. They are packed $\frac{1}{2}$ gross of each size to a box or the economy package of 30 assorted sizes. You can also buy Prims at Nation Counters—25¢ per card.

WRITE TODAY FOR ALL THE FACTS!

William

PRYM INC.
DAYVILLE, CONNECTICUT

LOST MARKING TAGS MEAN LOST GARMENTS



Be sure with ARMA
Daily Delivery Marking Tags

Marking tags becoming detached from garments can be a problem... but not if you are using Arma Daily Delivery Marking Tags. These tags are made to withstand the rough handling that garments must sometimes absorb in the processing procedure. Increased strength of tag material, plus the fact that the tag is designed with the one-piece fastener as an integral part of the unit, combine to give the drycleaner and laundress a marking tag that meets all the requirements of plant processing.

Contact your jobber today—samples on request.

PITTSBURGH TAG COMPANY
1112-20 Galveston Ave., Pittsburgh 12, Pa.

SYNDICATE
Advertising Service
WRITE FOR FREE SAMPLE

—if you advertise in newspapers you should see the

LAUNDRY AND CLEANERS MAT SERVICE

This service gives you mats of illustrations drawn by leading artists. Each issue is carefully merchandised to cover seasonal promotions, with well written copy and layouts.

Plenty of hand-lettered headings and borders, as well as small "spot" cuts and photos!

If you are ready to advertise for increased business, this service can be useful to you.

Executives may write today for free samples, on your company letterhead, and state your title.

(Because of the large cost of each sample letters from individuals and postcard requests cannot be answered)

COMPANY _____

NAME _____

CITY _____

Mail to **VINCENT EDWARDS & CO.**

World's largest advertising service organization
342 Madison Avenue New York City

ers, 92 Broad St., from Frank Lawson, who will continue to manage the plant.

Bauman Brothers, S. Main St., East Greenville, Pa., have purchased the drycleaning equipment and business of Schantz Brothers.

Kenneth A. Muehleck and Robert C. Dodge have purchased the drycleaning business formerly operated by Victor Roch on Canal St., Fort Plain, N. Y. They will install new stallation of new equipment.

John Dominick, proprietor of

Dominick's Hill Top Cleaning, Highland and Eighth Sts., Pittsburgh, Pa., has announced in N. Y. They will install new stallation of new equipment.

OBITUARIES

Ernest Allard, 41, proprietor since 1933 of Allard Cleaners, Norman, Oklahoma, died suddenly of a heart attack. He is survived by his wife, two daughters, a son, his mother, four brothers and three sisters.

Harry Bentley, 47, operator of a drycleaning plant in Fort Frances, Ontario, Canada, died recently after a month's illness. Mr. Bentley, a native of England, is survived by his wife and daughter.

Joshua G. Blackie, 73, operator of a drycleaning plant at Lakewood, Ohio, until his retirement in 1946, died recently. A native of Toronto, he came to the Cleveland area and opened his drycleaning business in 1925. He was a 32nd degree Mason and a member of Lake Erie Consistory, Scottish Rite, Rocky River Lodge and Al Sirat Grotto. He is survived by his widow, two sons, two brothers and a sister.

Frederick J. Gierse, operator of Gierse's Cleaning and Tailoring business, Farmington, Missouri, died recently following an accident. He is survived by his wife, two sons, three daughters, and his brother.

Alwyn Griffith, 55, owner of Elite Cleaners & Dyers of New Bedford, Massachusetts, died of a sudden heart attack while attending the marriage of his daughter.

Julius Kunz, secretary-treasurer of Riverside Manufacturing Company, St. Louis, Missouri, died August 24 while on vacation. Mr. Kunz founded the company in 1915 with J. R. Gadd, now president, and was pre-

Destroy C.B.*

*The Complaint Bug that kills sales.

NOW, STOCKS OF GARMENTS CLEANED TWICE AS QUICKLY AND THREE TIMES AS EFFECTIVELY With New Pat.

Fast & Sanitary **Little Wonder**

ELECTRIC WHISK-BRUSH MACHINE

Send for Circular

AMERICAN PRESSBOARD CO. Inc.

Mfrs. since 1910

110 West 30th St., N. Y. 1, P. E. 6-8687

The modern way to clean and brush garments of every description. The "LITTLE WONDER" removes stubborn LINT, clinging hair threads, dirt and magic. Yes, even from seams and trouser cuffs. Cleans, blows, sprays. Cleans, moth-proofs. WEIGHS BUT 3/4 lbs. \$4.50

Also mfr's Pat.
"LITTLE WONDER"
for pressing velvet
and nap fabric
material without
seams or glues.

viously with Kippenburg Chemical Works and Midvale Chemical Works, both manufacturers of drycleaning soap. Mr. Kunz had been in charge of manufacturing at Riverside for the past 35 years.

Mrs. Emma Lavertu Lawrence, 70, owner of Oregon Dye House, New Bedford, Massachusetts, died recently after a brief illness. A native of Canada, Mrs. Lawrence came to the United States over 40 years ago. She was a member of St. John the Baptist Society, Patronesses of Sacred Heart Home. She is survived by her husband, a son and four brothers.

Harry Miller, 62, operator with his son-in-law, Don Clark, of Paramount Cleaners, Paola, Kansas, died recently of a heart attack. He is survived by his wife and three daughters.

Clyde Revo, 49, owner of Revo Dry Cleaners, Wichita, Kansas, died August 19 of a heart attack. A veteran of World War I, Mr. Revo was a member of the American Legion and 40 and 8. He was a member of the National Institute of Cleaning and Dyeing, the Wichita Dry Cleaners Association and A. F. and A. M. No. 303. Mr. Revo is survived by his mother, three sisters and two brothers.



October 2—Dry Cleaners Institute (Ontario), Annual Convention, Royal York Hotel, Toronto, Canada.

October 7, 8 and 9—American Institute of Laundering, Annual Convention and Exhibit, Boston, Mass.

October 14 and 15—Dry Cleaners Institute of Texas, Annual Convention, Austin.

October 22, 23 and 24—Canadian Research Institute of Launderers and Cleaners, Annual Convention, Royal Alexandra Hotel, Winnipeg.

November 2, 3 and 4—Pennsylvania Association of Dyers and Cleaners, Annual Convention, Bellevue-Stratford Hotel, Philadelphia.

November 3, 4 and 5—Ohio State Association of Dyers and Cleaners, Annual Convention, Deshler-Wallack Hotel, Columbus.

"I SAVED OVER \$5,000 LAST YEAR WITH MY CONTIN-U-RAIL SYSTEM!"



*says Charles A. Schapiro, Owner
Taft CLEANERS,
Newark, N. J.

Contin-U-Rail
OVERHEAD RAIL SYSTEMS

FOR COMPLETE & PARTIAL SYSTEMS

IT'S THIS EASY:

- We provide the inexpensive patented fittings . . . priced as low as 75c each.
- You provide your own 3/4" or 1" ordinary pipe.
- You install-it-yourself. No welding . . . No threading . . . No machining!

Without any obligation to me, please send complete information on CONTIN-U-RAIL Overhead Rail Systems.

Name of Firm _____
Address _____
City _____ State _____
Name _____
Jobber _____

Free planning service!

White
MAIL COUPON
TODAY
FOR COMPLETE
INFORMATION

MACHINE COMPANY
104 Livingston St., Newark 3, N. J.

AJAX

DRY CLEANING
PRESSES

A complete line of presses
with all steel construction
and six exclusive mechanical
features that will save you
time and money.



WESTERN LAUNDRY PRESS CO.

Salt Lake City, Utah • 619 South 5th West St.

HAMMOND Endor
STEAM TUMBLER

- The Speed King of modern dryers
- Improved engineering features give faster drying
- Handles most delicate fabrics without damage
- Plant tested for performance in every way

Your plant is not complete
without one of these tumblers

Write, Wire or Phone—
HAMMOND BUILDING,
WACO, TEXAS



Hammond
LAUNDRY-CLEANING MACHINERY CO.

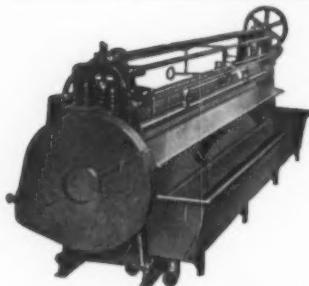


Texture-San®

- Texturizing Service is a Business Builder.
- Restores shape, sizing and body to fabrics.
- Treated cloth resists moisture, sun and stains.
- A service customers like. Low cost. Write today.



HUNTINGTON LABORATORIES, INC.
Huntington, Indiana • Toronto, Canada



BERTSCH & CO.

REDUCES

Labor 70%
Power 75%
Dry Room Heat 80%
Water use 75%

FACTS

Heavier materials
Better materials
Delivers more pressure
Extracts more water
Lower machine cost
Long life
Less maintenance
than other Wringers

CAMBRIDGE CITY
• INDIANA •

Resillo

PRESS PADS

Resillo, Parlex, Champion,
Prinelpads, "Round-the-Button"
Standard, Flameal.

OVER 1000 SIZES AND
SHAPES TO FIT EVERY
PRESSING MACHINE

RESILLO COMPANY
2328 W. NELSON ST., CHICAGO 19
WORLD'S LARGEST EXCLUSIVE MANUFACTURERS
OF METAL PRESS PADS

Send your . . .

LEATHER or SUEDE

jackets • ladies' suits • coats • hats • gloves
* to be DAVOTEX Processed by . . .



1430 Harrison St.

Davenport, Iowa

Serving Dry Cleaners in 48 States

FINEST QUALITY

LOWEST PRICES

Dutton BOILERS

SINCE 1880

ECONOMIST

GAS—OIL—HAND—STOKER

The time-tested HRT type modernized by Dutton into one fully portable unit. Bricked and insulated in steel case at factory; no special foundation needed. High efficiency and low fuel cost. Write for catalog. Nationwide sales and service engineer organization.



THE DUTTON BOILER DIVISION

Hapman-Dutton Co.

HOT WATER AND STEAM GENERATORS FOR HEATING, PROCESSING OR POWER

607 GIBSON ST.

KALAMAZOO, MICHIGAN

November 11 and 12—Cleansing Plant Owners of Massachusetts, Annual Convention, Copley Plaza Hotel, Boston.

November 17 and 18—Illinois State Cleaners and Dyers Association, Annual Convention, LaSalle Hotel, Chicago.

December 3—Wisconsin Dry Cleaners Association, Annual Convention, Schroeder Hotel, Milwaukee.

1951

January 13, 14 and 15—Indiana Association of Dyers and Cleaners, Annual Convention, Hotel Lincoln, Indianapolis.

January 13, 14 and 15—National Institute of Rug Cleaning, Annual Convention and Exhibit, Hotel Statler, Detroit, Michigan.

January 19, 20 and 21—Michigan State Association of Cleaners & Dyers, Annual Convention, Detroit-Leland Hotel, Detroit.

January 27, 28 and 29—Iowa State Cleaners & Dyers Association and Nebraska Cleaners Association, "Little National" Convention, Fort Des Moines Hotel, Des Moines, Iowa.

February 4, 5, 6 and 7—National Institute of Cleaning and Dyeing, Annual Convention and Exhibit, Atlantic City, New Jersey.

February 26 and 27—Utah State Cleaners Association, Annual Convention, New House Hotel, Salt Lake City.

April 11 and 12—Texas Laundry & Dry Cleaning Association and Oklahoma Laundryowners Association, Joint Annual Convention, Rice Hotel, Houston.

April 25, 26 and 27—Laundry & Cleaners Allied Trades Association and Laundry & Dry Cleaners Machinery Manufacturers Association, Annual Convention, The Greenbrier, White Sulphur Springs, West Virginia.

May 11 and 12—Oregon State Dry Cleaners' Association, Annual Convention, Salem.

May 13, 14 and 15—Laundry and Cleaning Association of the Carolinas, Georgia and Florida, Annual Convention, General Oglethorpe Hotel, Savannah, Georgia.

May 17, 18 and 19—Montana Laundry and Dry Cleaners Association, Annual Convention, Billings.

May 25 and 26—Idaho Laundry and Dry Cleaners Association, Annual Convention, Boise.

June 6, 7, 8 and 9—California Drycleaners Association, Annual Convention, San Francisco.

NATIONAL MARKET PLACE

Where Buyers and Sellers Meet

10c a word for the first insertion and 8c a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15c a word, first insertion; 10c a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5c a word for first insertion, 4c a word for each subsequent, consecutive insertion of same ad. Minimum charge—\$1.00 (new or repeat). Capitals or bold face type—double these rates.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 304 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

For Sale—Laundries, Drycleaning Plants, Rug Cleaning Plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact J. B. KANDEL, 131-39 225TH STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291, 1074-2

LAUNDRY PLANTS and DRYCLEANING PLANTS. 100% PROPOSITIONS. New York, New Jersey, Connecticut, Pennsylvania. Other sections—**WHERE DO YOU WISH TO LOCATE?** Richard J. Muller—Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Tel.: REpublic 9-3016. 1451-2

Solvent Plant for sale in Southern California. Doing fifty thousand dollars yearly. Equipment in excellent condition. Property included or will sell business and lease property. Terms. ADDRESS: Box 3537, NATIONAL CLEANER & DYER. -2

CLEANING PLANT AND LIVING QUARTERS—Modern solvent plant, 50 per cent cash and carry; two trucks; \$1.00 prices; Maryland, six miles from District of Columbia; \$2,000 weekly gross, plus laundry commission; price \$30,000. ADDRESS: Box 3659, NATIONAL CLEANER & DYER. -2

OLD ESTABLISHED CLEANING PLANT WITH RUG AND FURNITURE CLEANING, LOCATION MICHIGAN, CITY POPULATION 175,000, YEARLY VOLUME \$130,000, OWNERS RETIRING. ADDRESS: Box 3668, NATIONAL CLEANER & DYER. -2

Drycleaning plant for sale. No competition. Located in heart of live, industrial town and center of T.V.A. Project. Plenty of good territory surrounding town. Fully equipped to handle \$1,500 to \$2,000 weekly volume. Two trucks operating six (6) days a week each. Trucks and property go with sale. Price \$18,000. ADDRESS: Box 3707, NATIONAL CLEANER & DYER. -2

Complete Solvent Drycleaning Plant, fully equipped, doing good business in heart of best Coal Mining District in Southern West Virginia, been installed 2½ years. Located 50 miles from Charleston, W. Va., Route 79. Will sell with property or without. For more information, write: Union Dry Cleaners, Box 26, Van W. Va. Owner: Virgil Lewallen. 3708-2

Synthetic Plant. Equipment nearly new. Price \$18,750. Best offer may take it. Advance Cleaners, 810 W. Lodi Ave., Lodi, California. 3709-2

Solvent Plant, over \$30,000 volume. Price of \$26,000 includes Real Estate. One-half of building leased to National Company for \$100 monthly. All equipment less than two years old. R. K. Boord, Realtor, First National Bank Bldg., Danville, Illinois. 3712-2

MODERNLY EQUIPPED SOLVENT PLANT—yearly volume \$45,000—equipped to handle \$2,000 per week. Long lease—PRICED \$16,000—half down. EXCELLENT LOCATION. ADDRESS: Box 3713, NATIONAL CLEANER & DYER. -2

MODERN PETROLEUM PLANT IN DOWN-TOWN LOCATION, 305 MAIN STREET, GREEN BAY, WISCONSIN. 3728-2

Add five words if answers are to come to a box number to be forwarded by us. Extra white space between lines doubles charges indicated.

Be sure to write your copy, name and address plainly. Advertisements in this department must be in our hands NOT LATER THAN THE 12th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Laundry and new Hoffman 140-F Cleaning Unit—only plant in MISSOURI county seat town of 7,000, \$72,000 in '49, good profit, 14% gain over '48. Good labor supply. Owner has business interests out of state. Reasonable price, with or without real estate. ADDRESS: Box 3738, NATIONAL CLEANER & DYER. -2

RUG DYEING PLANT, fully equipped, going wholesale business. Approximately \$80,000 volume. Metropolitan New York area. Owners have other interests. ADDRESS: Box 3742, NATIONAL CLEANER & DYER. -2

LAUNDRY AND DRYCLEANING PLANT, leading plant in one of the best cities in SOUTHERN MICHIGAN, grossing over \$180,000 last year. The very best of equipment throughout. Plant well maintained. Established 36 years now offered for sale due to serious illness of owner. Sale includes fine brick building, size 100'x125', or will sell plant and equipment with lease on building. Terms can be arranged to qualified operator. Write for full details. Address: ASSOCIATED BUSINESS BROKERS, 1200 GODFREY, S. W., GRAND RAPIDS, MICHIGAN. 3749-2

CLEANING PLANT: Western New York State. Recent sudden death of owner makes available large Wholesale and Retail going business and property at a fraction of its value. Established 1913. Large volume capacity. Equipment, trucks and building in good condition. ADDRESS: Box 3752, NATIONAL CLEANER & DYER. -2

MODERN SOLVENT PLANT, equipped to handle \$3,000 to \$3,500 per week. Grossed over \$100,000 in 1949. THREE BRANCH STORES, two trucks, controlled Fur Storage. Centrally located for expansion program. WEST COAST. Sell or lease Real Estate. ADDRESS: Box 3753, NATIONAL CLEANER & DYER. -2

Old-established Drycleaning Plant. Modern, attractive building. Much of equipment only one year old. Located in a fast-growing West Texas town with wonderful possibilities. Excellent health climate. Will sell private residence (six rooms and bath, situated on three city lots) also. Willing to sell at a sacrifice due to standing in Reserves. ADDRESS: Box 3754, NATIONAL CLEANER & DYER. -2

One of the best Solvent plants in Kansas City, Missouri, for sale; all equipment up to date, three trucks, all retail, gross business for the year \$100,000. Real estate and modern building 25x130 included, on a busy transfer corner, owner retiring. Price \$55,000—\$50,000 cash to handle. ADDRESS: Box 3755, NATIONAL CLEANER & DYER. -2

CLEANING PLANT—Northern Indiana. Has the latest of modern equipment. Gross sales approximately \$100,000 annually. Price \$48,000. For complete information write Midwest Business Brokers, Room 216, Standard Building, Ft. Wayne, Indiana. 3770-2

CLEANING PLANT—The only plant in nice Northern Indiana town. Modern petroleum system. Large population to draw from. Price \$15,000. Some terms. Midwest Business Brokers, Room 216, Standard Building, Ft. Wayne, Indiana. 3771-2

CLEANING PLANTS FOR SALE (Cont'd)

OKLAHOMA, where cleaning prices are protected by State Law. Several choice cleaning and laundry businesses for sale. Wm. O. Bohnefeld, 1838 East 17th Street, Tulsa, Oklahoma. 3772-2

FOR SALE—Cleaning plant—A-1 location, doing good business. Ohio town of 16,000 population. Bargain. ADDRESS: Box 3778, NATIONAL CLEANER & Dyer. -2

Enjoy Colorado! Be independent with a small cleaning establishment located in Summer resort, but with sufficient business to operate year around. Ideal for couple. Small investment buys business, buildings, living quarters and lot. Recall to service compels me to sell. Heckert's Cleaners, Grand Lake, Colorado. 3779-2

For Sale: **WHOLESALE GARMENT AND RUG DYEING PLANT** doing good business. Well established. Fine location in the South. Wonderful opportunity for owner, familiar with dyeing, that can supervise plant operations. Selling because of health. Will work with new owner two or three months. ADDRESS: Box 3780, NATIONAL CLEANER & Dyer. -2

Solvent Cleaning Plant—in Western Pennsylvania—Established over 50 years. Retail only. Yearly gross \$150,000. Equipment and property in excellent condition. Will sell whole or business and equipment and lease property. Owner retiring. ADDRESS: Box 3781, NATIONAL CLEANER & Dyer. -2

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DRYCLEANING PLANT MANAGER with 20 years' experience in all phases of industry, including ownership of plant, desires permanent position in medium or large size quality plant. Fully capable and willing to accept responsibility. Married with family, sober and reliable. Willing to go wherever suitable opportunity is provided. References and complete resume of past history upon request. **ADDRESS:** Box 3734, **NATIONAL CLEANER & DYER.** -5

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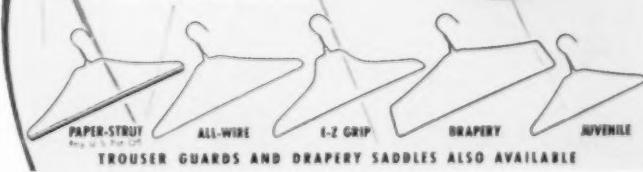
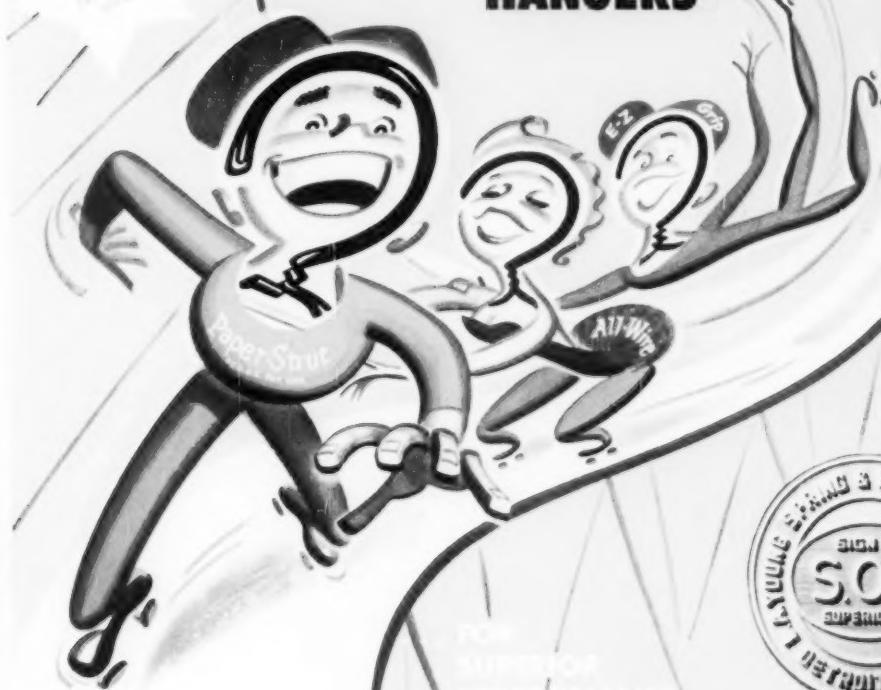
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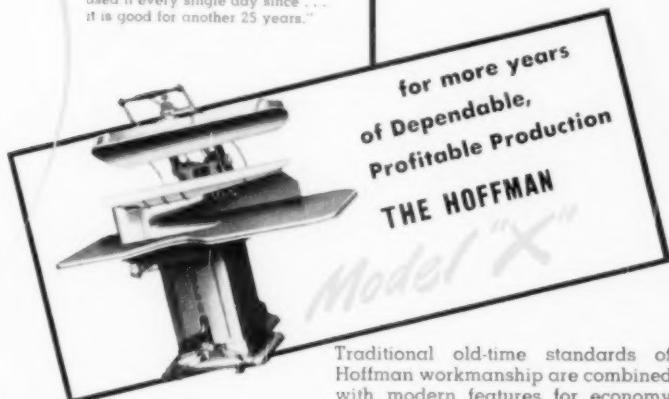
"This baby (a 1927 8A) still operates like a million dollars and it is used every day."

"I have a press that I bought from you about 25 years ago. Have used it every single day since . . . it is good for another 25 years."

"I bought my MAO pressing machine and boiler from your firm in 1928 (or the first of 1929) and they both have been in use every day since. This machine and boiler are the only ones that I ever owned and I feel like they are the only ones I'll ever need. They work good. The boiler inspector said the boiler and press are in good shape and to go ahead and use them. Over 20 years in hard use with very little expense. What more could a man ask for?"

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"We have traced the owners back to 1923 and find that our press has been here in this same shop putting out work all the years since then. It has never left the shop or been over-hauled or rebuilt. During the war it worked 16 hours a day as this is a port town. Keep up the good work of making such good hardworking presses and you will always have strong supporters."



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